



Michelle Loretta

With a degree in accounting, it seemed like Michelle had her career laid out for her when she began working in the corporate world at companies like Deloitte and Coach. It wasn't until she started a stationery business in 2004 that she discovered what many already knew at the time: The events industry was chockful of incredibly talented creatives, but few had the business experience to truly understand the strategy behind running a sustainable company.

After spending a few years immersed in the industry, Michelle started a blog in 2009 aimed at educating fellow event professionals in the business of weddings. Sage Wedding Pros quickly took off as it was one of the first B2B resources specifically tailored to creatives who wanted to become better entrepreneurs. Since then, her business has developed into a consultancy and she now works one-on-one with event pros to adjust and redefine their business strategies. Sage Wedding Pros also hosts an annual Be Sage Conference, which welcomes creative entrepreneurs from around the world for a weeklong mastermind on all things business.

Michelle's thought leadership has carried over to her professional speaking circuit, where she has been asked to speak at numerous national conferences including The Special Event, WeddingWire World, NACE Experience, POSH Retreat, ABC, and

Topics

AVOID BURNOUT AND REGAIN CONTROL OF YOUR DAY

SCALABILITY AND YOU: THE TRICKY BALANCING ACT OF GROWING A BUSINESS

THE VISIBILITY PLAN: HOW TO CREATE A STRATEGIC NETWORKING PLAN

THE PEOPLE PLAN

THE POWER OF PROFITS

TAKING RISKS WITH INTENTION AND PURPOSE

