



Professor Amy J. Keely
MBA, M.Ed., Ph.D. ABD



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Biography

Amy J. Keely is an Award-Winning Marketer, Consultant, CEO & Professor whose information packed webinars, workshops, seminars & Master Classes have provided help to both businesses and individuals. She generously shares knowledge with the intent of helping others achieve their life's goals. Her *inter-disciplinary* knowledge allows her to provide assistance in a wide variety of areas critical for growing a successful business including Business, Marketing, Total Talent Management, Corporate Education and Training as well as unique insights into Millennials not offered by others on the market. It is because she's been their professor for six years versus those that just collect survey data. Her commitment to help is why she remains a trusted advisor to past and present clients and students.

She holds a Bachelor of Arts in English from the University of Michigan with an influence in psychology and communication; a Master in Business Administration (MBA) and a Master of Education (M.Ed.); she attended Cambridge University in the UK for International Studies; and is a PhD Cohort in Philosophy, Aesthetics and Art History. Her successful marketing campaigns have resulted in an American Marketing Association Award and Silver Microphone Award. She has over twenty years of business experience working for small businesses as well as billion-dollar corporations - in a variety of industries – primarily within the discipline of Marketing. She has traveled extensively throughout the U.S. and to countries - such as India - for a deeper understanding of global business. She also teaches at both business colleges and art schools in the following disciplines: Management, Business/Business Law, Marketing (Advertising/Digital Media, Public Relations, Sales, Customer Service), Human Resources, English, Communications, Photography and Fashion Merchandising (Consumer Behavior, Visual Merchandising, Import/Export Taxation, Inventory & Stock Control, Forecasting, etc.).

In the last several years, Amy has been invited to present as a guest, keynote, and workshop speaker at conferences, lecture series, corporate events, HR-certification courses, webinars and more. Topic areas have included, but not limited to, all areas of Marketing, Millennials/generations, Entrepreneurship, Corporate Education & Training, Business as well as Inspirational topics such as artist entrepreneurship and what she learned from her mother who was the 'First Female Engineer at General Motors' at Women's Conferences, a TEDx Talk at Grand Valley State University and more. Her 25+ year career spans working for billion-dollar corporations such as Time Warner, CCH/Wolters Kluwer, Comcast and Kelly Services as well as a small and midsize diversity firm. She has worked in India meeting with large clients such as General Motors and General Electric as well as managing sales teams and providing educational and cultural training. She has also implemented and managed quality management systems including ISO and the ACE systems endorsed by Massachusetts Institute of Technology (MIT).

She has sold \$20-Million-dollar corporate accounts, exceed marketing and sales goals, and much more. She has written white papers for associations such as Staffing Industry Analysts, written hundreds of case studies that highlight success stories, and also had her PhD academic paper titled *The Evaluation or Valuation of Art: An Artist's Dilemma* published in the International Journal of Art and Art History. Please visit www.professorkeely.com for more information about Professor Amy Keely's credentials, previous speaking engagements, endorsements, and services.



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Primary Focus Areas

- Generational Workforce Management
- Business
- Marketing
- Education
- Fashion and Fashion Merchandising
- Photography
- Alzheimer's with Sundowners
- Philosophy
- Motivational
 - Lessons from my mom the first female GM engineer
 - Coping with Parentification
 - When to let go to change your life



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List of Past Speaking Engagements

Speaking Engagement	Type of Speaking	Audience Size
Women's Conference - IL Chamber of Commerce	<i>Featured Speaker</i>	<i>Audience Size 350+</i>
American Staffing Association	<i>Educational Webinar Speaker - HR Certification Credit Class</i> Individual Courses Taught - Psychology of a Millennial; Generation Wars; Millennial Mentoring; Managing Millennials; Attracting and Retaining Millennials	<i>Audience Size 800+</i>
Michigan Government Finance Officers Association	<i>Featured Speaker</i>	<i>Audience Size 200+</i>
Michigan Chamber of Commerce	<i>Educational Webinar Speaker - HR Certification Credit Class.</i> Individual Courses Taught - Psychology of a Millennial; Generation Wars; Millennial Mentoring; Managing Millennials; Attracting and Retaining Millennials; Psychology of a Zoomer/Gen-Z ; Managing Toxic Employees	<i>Audience Size 50+</i>
Small Business Administration - VetBizCentral (Midwest)	<i>Featured Speaker</i>	<i>Audience Size 80+</i>
Michigan State University Broad College of Business	<i>Featured Speaker</i>	<i>Audience Size 75+</i>
Career Ministries	<i>Featured Speaker</i>	<i>Audience Size 100+</i>
SIA CWS Summit	<i>Breakout Session Featured Speaker</i>	<i>Audience Size 75</i>
SIA CWS Summit	<i>Panelist</i>	<i>Audience Size 200</i>
Detroit Recruiter Connection	<i>Featured Speaker</i>	<i>Audience Size 100+</i>
Women's Business Enterprise - Great Lakes Region	<i>Featured Speaker</i>	<i>Audience Size 150</i>
Optimus Club – Clarkston Chapter	<i>Featured Speaker</i>	<i>Audience Size 75</i>
TEDx Grand Valley State University	<i>Featured Speaker</i>	<i>Audience Size 250</i>



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Speaking Examples

Speaking Compellation Video

<https://www.professorkeely.com/professional-video>

Featured Motivational Speaking Video

<https://www.professorkeely.com/copy-of-professional-video>

TEDx Grand Valley State University

Coming Soon