

Michele Sarkisian

President, P3 Advisors

Board Expertise: Growth Strategy and Execution, Brand Deployment

Michele Sarkisian is an expert in growth strategy and execution and in brand deployment. She has successfully applied this expertise in an array of business environments; merged companies, start-ups, global brands, channel dependent manufacturers, franchise networks, B2B business services, PE portfolio companies and more. Growth results ranged from double digit market share improvement for a CPG client to expanding global loyalty membership from domestic US to 70M+ members in over 200 countries with a hospitality client. As a senior executive with \$100M P&L responsibility at Maritz, a privately held Sales and Marketing Services industry leader, Michele and her teams consulted over 80 Fortune 500 companies in the development and implementation of critical, measurable, strategic initiatives. She worked with C-suite leaders in diverse industries including Hospitality, Financial Services, Retail, Consumer Products, Telecommunications, Transportation, Business Services and Utilities. Her laser focus on growing and improving client business in profitable, measurable, sustainable ways also achieved impressive margins for Maritz.

Michele chose to start her own business, P3Advisors.biz in 2013, building on her reputation among business leaders for delivering results. She consults corporations and start-ups on go-to-market, growth and differentiation strategies and tactics including accelerating high performance teams through aligning accountabilities and incentives. Results have included opening new, profitable channels of distribution for a marketing services client and successfully focusing a start-up on the most desirable targets for quick scale to improve valuation. Her ties to academia (Cornell, Texas A&M) and top research and VC firms (JD Power, Thayer Ventures, Technology Association of Georgia, multiple entrepreneurial networks) keep her current on innovation and relevant research influencing industries and client markets. Business leaders value Michele's perspective and opinions due to her ability to fully assess situations and offer options worth considering; often including transformational recommendations.

Michele currently serves on a private company board, Brandmovers, as well as on several advisory boards such as Cornell's Center for Hospitality Research, ECPAT (End Child Prostitution and Trafficking), Cooleaf and Sphere. She is a frequently sought after speaker/contributor/panelist at Emory University, JD Power, Cornell's Innovation Network, The Loyalty Roundtable and the Incentive Research Foundation. She has earned numerous achievement awards through work and philanthropy.

Michele lives in Atlanta, is widely traveled, enjoys golf and tennis, is married to Kirk and has 2 grown children.

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