

LISA M. SMITH, DBA

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BIOGRAPHY

Dr. Lisa M. Smith, CEO and founder of **The Gift of Knowledge Hub LLC**, a coaching and educational resource center, brings over 20 years of consulting and entrepreneurial experience, spanning a breadth of functions such as strategic planning, recruiting, marketing, advertising, management, relationship marketing, training and development, public speaking, and direct sales.

Dr. Smith's leadership, vision, expertise, and outstanding people skills allow her to excel at driving change and opportunity in and outside of the traditional classroom environment. She has a reputation for providing a first-class customer experience as an academic professional as well as an entrepreneur.

She is committed to lifelong learning by continuous involvement in personal developmental activities and workshops. Currently, she is studying Spanish for fluency and is also engaged in post doctorate work at Southern New Hampshire University. She shares her expertise while utilizing her educational background to conduct presentations for schools, small groups, and businesses in the following areas: wellness, entrepreneurship, & social media marketing through her company, The Gift of Knowledge Hub, LLC. She is also a volunteer with SCORE Atlanta and focuses her attention there on the training needs of entrepreneurs.

During the past ten years, Dr. Smith has been working in higher education as an adjunct professor in the areas of business and general education. She has taught a variety of courses from small business management to college success strategies. However, she specializes in entrepreneurship and social media marketing.

She has received awards for outstanding commitment and teamwork from Advanced Career Training while employed in the area of admissions and retention. She also holds certification as an Independent Contract Professional for coursework completed at Atlanta Technical College.

Dr. Smith holds a Doctorate in Business Administration from *Argosy University*, a Master's degree from *National Louis University*, and a Bachelor's degree from *Illinois State University*. Her professional membership affiliations include the American Marketing Association, National Association of Education, American Association for Adult and Continuing Education, Cobb Chamber of Commerce, and Georgia Hispanic Chamber of Commerce.