



## ABOUT Mali Phonpadith



Mali is an author, speaker, marketer, messaging strategist and the CEO of Mali Creative. Mali specializes in helping her clients align their personal gifts and professional talents with their passions and purpose. She also helps entrepreneurs and executive management teams form written linkages between clarity and creativity - enabling her clients to effectively market their core values through written expression. Her production team then helps to create multimedia that moves the clients' messages from words into audio and visual representations that creates awareness and impacts their intended target markets. Mali has over 12 years of marketing, sales, and business development experience with such companies as Passport Automotive, Century 21 Realty, Universal Systems & Technology, Inc., and Izar Associates, Inc. She ran a financial services practice with Northwestern Mutual Financial Network for seven year where she created and implemented risk management strategies for hundreds of clients, building a network of more than 3,500 professionals and entrepreneurs.

Mali is a well-known community champion and fundraiser for local non-profits. She is co-founder of the Young Professional Leadership Group and is dedicated to supporting the Lao Heritage Foundation and Teatro de la Luna amongst numerous other charitable organization. Mali is actively engaged in the visual and performing arts. She has been writing poetry, essays, and short stories for over 20 years and is cited in various international publications. She has over 500 pieces of written work and was nominated as "Best Poet of the Year" by the International Society of Poets in 2007. She earned a Bachelor's of Science in International Business, a Bachelor's of Science in Marketing; and a Bachelor's of Arts in Spanish from the University of Maryland, College Park.

*A Million Fireflies*, Mali's memoir about her voyage from war torn Laos to American, was released Spring of 2011. Mali is also Coauthor of *Seen and Sustained: Best Practices in Communication that Increase the Visibility of Small and Diverse Businesses*. *Seen and Sustained*, a professional development workbook, was released August 2011.

Her personal development programs: "Take Flight: Unleash Your Inner Light" and "Aligning Your Gifts and Talents with Your Passions and Purpose" are facilitated as weekend retreats, workshops, seminars and presentations to individuals and corporation who want to uncover their unique differentiators in the world and powerfully articulate their special gifts and talents to their intended audience.

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