

**Delia Passi** is CEO of Medelia, Inc. and founder of WomenCertified®. As a leading authority on marketing and selling to women, she is a sought-after consumer expert and advocate for women in business and female consumers. Her book, *Winning the Toughest Customer, the Essential Guide to Selling to Women*, is the authoritative resource for how to improve the experience of women at the point of purchase.

She began her career selling copiers for Xerox and quickly achieved success as a top producer. She turned to publishing and became a nationally respected speaker known to inform, amuse and challenge her audiences. As Group Publisher of *Working Woman* and *Working Mother* magazines, she became focused on what motivates women as individuals, consumers and businesspeople.

In addition to promoting the female audience to advertisers she learned that the female consumer, in both business and consumer markets, responds to different messages and different approaches. This sparked a passion to understand gender differences and the gender dynamics that impact one's ability to compete and succeed in business.

She became an icon in the industry with stories and accolades celebrating her successes. She launched Medelia Inc., which became the leading marketing and sales training company focused on building sales and loyalty among women. In further support of women she founded WomenCertified, the Voice of the Female Consumer, giving power to this most influential, yet underserved, consumer.

Her passion remains focused, and that is to empower women to succeed at whatever is their life's passion and in their everyday pursuits.

Delia has been seen regularly on Lifetime TV and Fox Business News, and has done countless radio and TV interviews. She is a leading female consumer advocate and expert on gender communications.

Delia understands women. She knows what makes us tick, and what makes us ticked off. She describes herself as a consummate learner and a devoted mother to four daughters and a friend to all women who want to be heard.



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