

Yedda

YEDDA has 20 years of experience in business development. She has a keen ability to understand why people perform as they do and has a proven process for significantly enhancing their performance. She helps companies identify root causes of problems preventing optimum performance while simultaneously identifying opportunities; thus formulating viable solutions and capitalizing on strategies that increase revenue. She has expertise in coaching upper level management and sales and marketing. She is a natural in drawing people into alliance around a clearly articulated vision.

MANAGEMENT EXPERIENCE: Yedda is a dynamic, creative executive leader with an exemplary record for successfully spearheading all phases of the corporate life cycle, from establishing start-up operations to turn around situations while driving revenue growth and fulfilling profitability potential. Yedda is a results-oriented entrepreneur with demonstrated ability to boost revenues and achieve ambitious organizational objectives through expertise in creative development, strategic and program planning, marketing, branding and business development. Her areas of expertise are:

- Organizational Leadership
- Sales Management
- Marketing Strategy
- Business Development
- Strategic Planning and Implementation

Yedda founded Richmond's first Holistic Health and Wellness company in 2002, Fantastically Fit!, specializing in offering businesses the opportunity for leaders and employees to achieve optimal health by achieving their highest potential through behavior modification. She was chosen by Style Magazine as a "Top 40 Under 40" for promoting health, wellness, and prevention while achieving business profitability. She is currently an adjunct professor at VCU teaching business and change management techniques and the delivery and history of US healthcare.

In addition, she served as executive director for the Virginia Center of Healthy Communities, a statewide, nonprofit organization. She co-developed the state obesity plan for Virginia, CHAMPION, and she managed other initiatives promoting health and well-being throughout the State.

She launched her career by managing some of the most successful health and wellness facilities in the United States. Under her management and leadership, she consistently ranked in the top 5% for performance and she received numerous "Elite Performer" awards for revenue growth and business development.

EDUCATION AND PROFESSIONAL ASSOCIATIONS: Yedda received her Executive MBA with a minor in international business and marketing and her bachelor's degree in Community Health from VCU. She is currently the Entrepreneur in Residence at VCU in the School of Business and teaches the students and the surrounding community leaders and businesses how to grow the entrepreneur ecosystem in RVA by effectively starting new business ventures. As well as her local efforts she works abroad in the Middle East and African markets VCU has partnered with globally to duplicate these same systems in other countries. She also serves on the board for St. Andrew's School as the Treasurer and chairs their marketing committee and chairs the VCU Entrepreneur Department Board. She works with CEO's across numerous industries and is well known for conducting seminars and workshops on behavior change management and how to develop and leverage effective sales and marketing strategies. She is passionate about speaking to organizations on how to achieve their highest potential.

