

# Whitney Keyes Productions

## Complete Bio for Whitney Keyes

Over the past 20 years, Whitney Keyes has worked as a senior Microsoft manager, strategic adviser for American Express and a marketing consultant to thousands of individuals and organizations around the world. She is the winner of the Small Business Administration's 2013 Women in Business Champion of the Year Award for Washington State and author of the book, [\*Propel: Five Ways to Amp Up Your Marketing and Accelerate Business\*](#) (Career Press).

Whitney received three grants from the U.S. State Department to empower women leaders, social entrepreneurs, NGOs and youth in Malaysia and Africa (Kenya and Namibia). Her most recent work in Malaysia resulted in an honorary fellowship with the University Malaysia Kelantan, a university focused on entrepreneurship, and the overall program was selected among thousands of other initiatives funded by the U.S. government to be included in U.S. Sec. of State John Kerry's briefing paper on successful public diplomacy programs.

Whitney serves as a professor and fellow for the Center for Strategic Communications at Seattle University and guest lectures for the University of Washington and other academic institutions. She teaches Global Reputation Management and related marketing communication courses. She also manages a consulting practice, delivers keynotes and facilitates workshops for organizations including the Small Business Administration and Port of Seattle.

While at Microsoft, Whitney managed global marketing campaigns, including the launch of Office 2000, an \$8 billion business. She helped create the company's first Corporate Social Responsibility report and primary philanthropy program, Unlimited Potential, which continues today.

Prior to that role, Whitney worked for the City of Tacoma's Economic Development Department. She helped manage the Neighborhood Business District Revitalization Program, advocating for over 500 small businesses to help them survive and thrive. She began her career managing her family's wholesale and retail art businesses.

Whitney writes for business publications and produces content for the [\*Seattle Post-Intelligencer's Biz Bite Blog\*](#). She co-produced and hosted over 50 episodes of [WhitneyandWyatt.com](#), a weekly, online web talk show. Based in Seattle, Washington, U.S.A, she can be reached at <http://www.WhitneyKeyes.com>.

### Whitney Keyes

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