

About Michele Ruiz

Empowering Entrepreneurs to Empower Themselves!



Michele Ruiz is a bi-lingual entrepreneur whose passions are entrepreneurship, empowerment, and technology.

Her motto is: Empowering Entrepreneurs to Empower Themselves! Through her personal brand "*Michele Ruiz ~ My Life as a Latina Entrepreneur*" she is focused on educating, inspiring and empowering entrepreneurs. Via her website at www.MicheleRuiz.com she shares her experiences with her thousands of followers by blogging, vlogging, content messaging and public speaking. She also represents Fortune 1000 companies as a brand ambassador wanting to harness the power of her influence.

Michele is also President and Chief Strategist at *Ruiz Strategies* - Transformational Messaging Strategies to Persuade, Motivate and Influence Leveraging New Media and Technology. Today it's all about "Influencer Marketing". Her company is a strategic consulting firm that develops and executes transformational content messaging strategies for world class companies, professional services firms, government entities and C-level executives leveraging the power of social media, new media, traditional media and virtual technologies. Ruiz Strategies is certified as a Minority Owned Business. (MBE, WMBE CERTIFICATIONS). More information is available at RuizStrategies.com

In 2006, Michele decided to become an entrepreneur and founded SaberHacer.com, a bilingual expert based "how-to" educational broadband site for US Hispanics online. She launched the video on demand site to provide quality and culturally relevant content for U.S. Hispanics when she determined there was a void of culturally relevant content for Hispanics. Her mission as always been - do what she can to help people and change lives. Bitten by the serial entrepreneurial bug, Michele is now the founder of two additional companies, her own branded company "*Michele Ruiz, My Life as a Latina Entrepreneur*", *Ruiz Strategies* the next to be launched in the near future.

Considered a thought leader, Michele has been interviewed and quoted by major news organizations including CNN and The New York Times. Michele is a keynote speaker on a variety of topics including Transformational Content and Communication Strategies, New Media and Social Media, Women and Family, Entrepreneurship and Business, Leadership, Marketing to Hispanics, Media & Broadcasting, and Digital Engagement.

Previously, Michele Ruiz enjoyed a long career as an award-winning broadcast journalist, beginning her broadcasting career co-anchoring Channel One News. From there, she moved to KTLA in Los Angeles as a field reporter and morning anchor for the station's KTLA Morning News and co-hosted a public affairs program called "Making It, Minority Success Stories". In 1998, she joined KNBC-TV as a reporter and anchor of the 6:00 pm newscast.

Michele received 16 Emmy nominations during her news broadcasting career, 5 Emmy's, 4 Golden Mikes as well as LA Press Club Awards. Additionally she received numerous commendations for her leadership and service to the community in a variety of roles. Michele is also known for her charity work and has volunteered her time with numerous organizations. She served on the Board of Directors for the non-profit agency Para Los Niños for over a decade. She has also served on the Cal State Fullerton College of Communications' Dean's Advisory Board, and currently focuses on Entrepreneurial Advocacy and Policy initiatives.

Michele's Favorite Quote

Do all the good
you can
To all the people
you can
In all the ways you
can
As long as you
ever can
by D.L. Moody

You can keep up and connect with Michele not only on her website www.MicheleRuiz.com but on her Facebook Fan Page, Twitter, YouTube, and LinkedIn.