Leah Hoppes graduated from Valparaiso University and went on for post-graduate work at University of Wisconsin – Madison where she earned her Marketing Certificate. She spent 19 years in corporate America and 15 of those were spent in industrial manufacturing working for multi-billion dollar companies. Leah held various global marketing positions such as product manager and brand manager roles and was responsible for marketing strategy, marketing plans, product launches, product recalls, branding and rebranding initiatives as well as globalization of product databases, websites and marketing programs.

Over the course of her career Leah learned world-class best-practices and now brings that expertise to the small business owner. She and her husband, Sean Matthew Whitfield, educate and train the business community on how to leverage the power of marketing and even more importantly, help them follow-through and implement their action plans. Leah brings real-world, hands-on experience from everything from startups to multi-national corporations and shares the latest in marketing trends and technology to readers. In her inaugural book, Leah simplifies marketing by breaking it down into everyday language, providing relevant examples and eliminates the intimidation factor of marketing one’s business for growth**.**

Leah and Sean are frequent guest and key-note speakers, hold workshops and webinars, and teach marketing, sales, and entrepreneurship to both college and high school classrooms. The couple is extremely active in the St. Charles Chamber of Commerce and in their community.