



OPTIMIZED

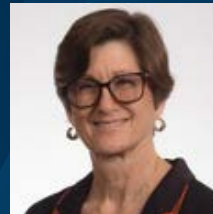
Join us for the launch of the

LA OPTIMIZED ACCELERATOR ACADEMY

JUNE 15, 2021 at 10:00 AM PST

RSVP at LAOptimized_acceleratoracademy.eventbrite.com

Keynote remarks



Los Angeles Mayor Eric Garcetti, USC Sol Price School of Public Policy Interim Dean Dana Goldman, USC Center for Economic Development Dion Jackson, Los Angeles City 2021 Entrepreneur-in-Residence Roberto Martinez, and USC Center for Economic Development Leonard Mitchell.

Join us for the launch of the L.A. OPTIMIZED ACCELERATOR ACADEMY, a monthly webinar series that will help your business market and grow in the digital marketplace. Get to know how the Academy's industry-specific roadmaps can help guide your business.

TOPICS COVERED on **JUNE 15, 2021**: Marketing 101

- ✓ Customer Profile
- ✓ Messaging to customers
- ✓ Target Audience
- ✓ E-commerce Plan

June 2021
featured partners:



Featured

LA OPTIMIZED ACCELERATOR ACADEMY EXPERTS

JUNE 15, 2021



CUSTOMER PROFILE | **KARIE ARMSTRONG, SBDC**

Karie Armstrong, SCSM, a consultant with the Los Angeles Small Business Development Network has spent more than 30 years helping retailers, service providers, restaurants and entrepreneurs successfully launch and grow their businesses in a wide variety of retail environments and markets. Her extensive background stems from shopping center management, marketing and development, retail operations and manufacturing and the most recent 10 years with the Small Business Development Center serving as a consultant. Ms. Armstrong earned her CMD (Certified Marketing Director) and SCMD (Senior Certified Marketing Director) designations in 1997 and 2003 respectively and her SCSM (Senior Shopping Center Manager) designation in 2005 from the International Council of Shopping Centers (ICSC).



MESSAGING | **COURTNEY S. PADE, USC ANNEBERG SCHOOL**

Courtney S. Pade is a Clinical Assistant Professor and the Assistant Director of USC Annenberg's Master of Communication Management Program. In addition, Dr. Pade serves as the Curriculum Director of the Marketing Communication track, creating and implementing classes at the Master's level. She teaches courses on Research Methods, Integrated Marketing, Digital Marketing Communication, and Marketing Theory. Dr. Pade holds an MA and Ph.D. from the University of Southern California's Annenberg School for Communication and Journalism. Prior to USC, she graduated with a BA and an MA in Media Studies from Stanford University.



TARGET MARKET | **WENDY LUTTRELL, CMTC**

Wendy Luttrell, a self-described maverick is a Predictive Index Certified Trainer, designated fashion partner for CMTC, California's manufacturing network, and a guest speaker at Sacramento State's Carlson Center for Innovation and Entrepreneurship. As a speaker, executive coach, and business consultant, Wendy knows you cannot plot a course without a clearly defined destination. That is why she is passionate about helping leaders get to the heart of what they want to achieve. Wendy knows how isolating and anxiety-ridden running a business can be because she's done it. She worked her way up from receptionist to the C-suite and took BedHead Pajamas from \$4M - \$12M and sold the company to their largest competitor. Wendy combines her experience as a leader, compassion, and a proven set of practical tools with accountability to help her clients forge a path towards professional and personal success.



E-COMMERCE PLAN | **FREDDY TRAN NAGER, USC ANNEBERG SCHOOL**

Freddy Tran Nager is the Entrepreneurial Communication Expert in Residence at the University of Southern California's Annenberg School for Communication and Journalism, where he has taught graduate courses since 2012. He also has over 30 years of professional experience in marketing and media, starting as a copywriter at MCA Records/Universal Music Group, where he directed one of the world's first entertainment websites. He then joined major ad agency Saatchi & Saatchi as Sr. Interactive Copywriter on the award-winning Toyota website and other digital media. Freddy subsequently founded and currently runs the creative-strategy consultancy Atomic Tango LLC. Freddy received his MBA from USC and his BA from Harvard.

WEBINARS EVERY FIRST TUESDAY OF EVERY MONTH!

RSVP at [LAOptimized_acceleratoracademy.eventbrite.com](https://www.laoptimized.com/acceleratoracademy)

more information at [LACityOptimized.org](https://www.lacityoptimized.org)

Brought to you by the Los Angeles Mayor's Office of Economic Development and USC Sol Price School of Public Policy Center for Economic Development. Sponsored in part by the Economic Development Administration, U.S. Department of Commerce.