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**Michelle Mindala-Freeman, Head of Marketing**

Michelle serves as the Alliance’s Head of Marketing, helping to both promote the Alliance, our mission, standards and solutions and drive the growth and success of IoT for the benefit of our members, consumers and the marketplace at large. As an executive in the telecom, energy & professional services industries, she has built & lead teams across marketing, strategy, brand, customer experience, and go-to-market. Having worked in industry and in consulting for over 25 years, she brings a wealth of experience, perspectives, and a passion for the Alliance’s mission to build the foundation and the future of IoT. Michelle received her BA from Miami University (Ohio), her MBA in Strategy & Organizational Behavior from the University of Chicago and is currently a Visiting Scholar at CDAIT, the IoT Research Center at the Georgia Institute of Technology.