

VELMA KNOWLES MBA, CME

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Velma Knowles MBA, CME, Chief Encouraging Officer of Leaders Pathway is a Bahamian-American Best-selling Author, Award-winning Membership Advisor, Certified Marketer and Coach.

With over 20 years' experience, Velma has provided training from the classroom to the boardroom, including serving in both Marketing and Membership roles for a 58 million-member organization.

Velma understands the challenges of leading member value and employee engagement and currently works with associations to help them grow their membership and their teams.

Her areas of expertise include Communication, Leadership, Productivity and Membership Marketing.

Velma is a keynote speaker to audiences in Australia, Canada, the Bahamas, and across the United States.

Currently living in Florida, Velma is a cool birder who is working on her second book in The Valuable Series, expected release date, November 2019!