Moira Vetter is Founder & CEO of Modo Modo Agency, an award-winning creative marketing firm with deep experience in B2B and complex go-to-market challenges. She started working in her father’s pharmacy at age seven, but began her “real” career 28 years ago in technology and healthcare before moving into the agency world. She has tripled the growth of four agencies, two of which she has owned. She LOVES entrepreneurs and has helped more than 200 businesses define, launch, grow, and even divest of their ventures.

Moira is a weekly contributor to Forbes and the author of AdVenture, An Outsider’s Inside View of Getting an Entrepreneur to Market. In the last two years she has been awarded the American Marketing Association Agency Marketer of the Year, the Atlanta Business Chronicle “Women Who Mean Business” Award, and the Enterprising Women Entrepreneur of the Year Award. She is past president of the Business Marketing Association and the American Marketing Association, is a founding member of a social change action tank, and serves on the Leadership Council of Zoo Atlanta.