**Marcia Christ**

President and CEO, MsGenuity LLC

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As a mom, wife, and working woman - past Creative Director for Ogilvy and Mather Advertising, NYC, and Professor of Advertising and Marketing Communication at Syracuse University and Marist College - as well as a documentary director and producer, Marcia Christ believes in the power of an innovative, makeable, shareable new idea. She’s enthused by entrepreneurs telling her about a great idea they have that will make life easier, healthier, and more fun. MsGenuity is one of those great ideas! It is a social crowdfunding site full of great ideas and innovations that will be welcomed, funded, talked about and used by everyday people.



Marcia brings seventeen years of experience to her current position as CEO and Creative Director for MsGenuity, as creator of award-winning communication to the family gatekeeper about new, innovative products and services. She created advertising for Lever Brothers, Kimberly Clark, Chesebrough-Ponds, Campbell’s, Hershey and AVON, to name a few. During that time, she got to know the family gatekeeper niche very well, especially when she became one herself. Having children and teaching college students helped broaden her understanding and experience. Wisdom comes from the sandbox, parenting groups, play dates, PTA, and the advice of wise and beloved friends and family.

MsGenuity hopes to be another source of wisdom, support, excitement, advice, encouragement, innovation, success and fun! Marcia is a big supporter of fun. She believes the people in the trenches of raising and caring for family – by blood or by friendship – know what she’s talking about. They know what an innovative idea is. They know what will work. Their money and time is precious. But they will invest in an idea that will make their lives and the lives of people they hold dear, that much better.