



Velma Knowles is a Bahamian-American, best-selling author, speaker, consultant, and the Founder and CEO of Leaders Pathway. Born and raised on the island of New Providence in the city of Nassau in The Bahamas, Velma was the baby of her family. Early in her career Velma successfully launched a personalized fundraising campaign to raise over \$100,000 for college abroad.

She received her first degree from Webber International University in Babson Park, Florida. Moving to the west coast of Florida, she earned an MBA from the University of Tampa. Her education also includes advanced executive training from The University of Pennsylvania's Wharton School of Business, Bradley University, Disney Institute, and both the American Management Association and the American Marketing Association.

She is a former membership association executive with over two decades of national and international experience, including Vice President of Member Experience with the American Automobile Association (AAA). Velma is a Certified Marketing Executive from Sales & Marketing Executives International; a graduate trainer and coach for Dale Carnegie; and a certified speaker, trainer, and coach for the John Maxwell Team.

As a Distinguished member of Toastmasters International and a Professional Member of the National Speakers Association, Velma is an international keynote speaker who has presented in Australia, Canada, The Bahamas, and across the United States. Her audiences vary from executive boards to elementary students and her expertise includes communication, leadership, team performance, and membership growth. When she is not helping leaders and organizations discover their value, you can find her enjoying nature, watching birds, and photographing memorable moments.

A best-selling author of *The Valuable Leader*, *The Valuable Communicator* and co-author of the inspirational book *Living Beyond Purpose*.

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