

### Jodi-Tatiana Charles Marblehead, MA



Jodi-Tatiana the founder and “Brandographer™” of LCG Brands, a unique brand and marketing consulting firm dedicated to educating entrepreneurs, small/medium businesses (SMB/SMEs), and international professionals on the importance of growing their personal and corporate brands. She brings 30+ years of executive leadership in marketing, branding and communication successes with high profile organizations, including the Greater Boston Chamber of Commerce, MassChallenge Inc., Massachusetts Governor’s Office, Massachusetts Conference for Women, NBC Universal/Comcast TV, and Clear Channel Communications/iHeart Radio. Charles added additional hats, as a children’s book author, with her first book, "It’s Just A Rug," educating children about their heritage and launching her podcast “Minding Your Business with Jodi-Tatiana” at the start of the pandemic in support of SMBs, entrepreneurs, and innovators globally. When not absorbed with all things marketing, Charles dedicates her time to children, elderly, arts and cancer causes, through road races, mentoring and volunteering. She earned a BA from Suffolk University in Communications in Journalism with a minor in Sociology, a dual MBA from Babson College – Franklin W. Olin Graduate School of Business in Global Management and Strategic Marketing, and three Executive Education Certificates - Russia in Transition from Saint Petersburg State University, Global Business from Harvard University Business School, and Social Media Strategy: Creating Engagement, Insight, and Action from MIT Sloan.