SPEAKER BIO

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Vanessa Errecarte, M.A., M.B.A., is an award-winning lecturer and marketing consultant who created and teaches one of the nation's only for-credit MBA courses in personal branding at the UC Davis Graduate School of Management. She also teaches an array of other popular marketing courses and has been twice named Teacher of the Year. A Poets & Quants "Best & Brightest" MBA recognized her as a "favorite professor," and she considers it one of her life's greatest honors to be trusted by students as they chase their dreams. Released May 5, 2026, Valuable & Visible: Redefining Personal Branding by Leading with Impact Over Image is Vanessa's debut trade nonfiction book, published by Wiley. The book became a #1 Amazon bestseller in Business Entrepreneurship and #3 in Business Marketing.

For more than two decades, Vanessa has helped thousands of organizations and professionals clarify their value, stand out, and create meaningful impact. She is the founder of Marketing Simplified, a widely recognized consulting and training agency honored as Business of the Year, a frequent speaker at major industry events, and a contributor whose insights have appeared in the Financial Times, Inc., Business Insider, NBC, CBS, Investor's Business Daily, and more. Dedicated to service, she lends her expertise to multiple boards and philanthropic efforts. Outside of work, she's happiest soaking up time with her family and friends… and earning the carbs she loves with her workout shoes.



Valuable & Visible
Wiley, 2026