

Melissa Fors Shackelford

Marketing Strategist, Author & Purpose-Driven Leadership Speaker



About Melissa

Melissa Fors Shackelford is a nationally recognized marketing strategist, author, and sought-after speaker with over 20 years of experience leading transformative brand and growth initiatives in healthcare, nonprofits, and technology. As founder of Shackelford Strategies, she advises mission-driven startups and established organizations on scaling with integrity and fostering inclusive storytelling.

Her keynote sessions blend big-picture inspiration with actionable tools, empowering leaders to build authentic connections and drive meaningful business results. Melissa is the author of the Amazon #1 Bestseller, ***Harnessing Purpose: A Marketer's Guide to Inspiring Connection*** and has presented at renowned institutions including the American Marketing Association, American Hospital Association's SHSMD, HMPS, and the University of Minnesota.

She has been honored as **Nonprofit Marketer of the Year** by the American Marketing Association and named one of the **Top 50 Women in Healthcare** for her leadership and impact.

"Helping leaders turn purpose into performance—and vision into action"

Signature Talks

Healthcare:

Breaking Barriers: Understanding and Addressing Stigma in Healthcare Marketing

Unpack how stigma impacts healthcare marketing effectiveness and discover strategies to create inclusive, stigma-free communication that resonates and builds trust.

AI Can't Rebuild Trust: The Human Side of Innovation in Healthcare

Discover why technology alone can't restore consumer trust and how human-centered innovation and messaging are critical to healthcare's future.

Leadership and Communication:

Harnessing Purpose in the Employee Experience: Building Engagement, Retention, and Trust

In a workplace defined by constant change and growing uncertainty, employees are looking for more than a paycheck—they're searching for meaning.

The Hidden Power of Purpose: Why Meaning, Not Money, Will Shape the Future

Explore the transformative power of purpose in leadership and marketing. Learn why meaning drives deeper engagement, loyalty, and long-term success beyond profits.

Marketing:

Harnessing Purpose: How Marketers Can Lead with Meaning—and Still Drive Results

Practical approaches for marketers to align brand and culture around purpose, creating high-impact campaigns that deliver measurable business outcomes.

Marketing With a Conscience: Reclaiming Integrity in a Purpose-Driven Age

A candid look at how marketing systems can drift from ethics and how to course-correct with purpose as a guide.

Testimonials

"The conversation was energizing, leaving me with a clear takeaway: the critical importance of leading with your full, authentic self"

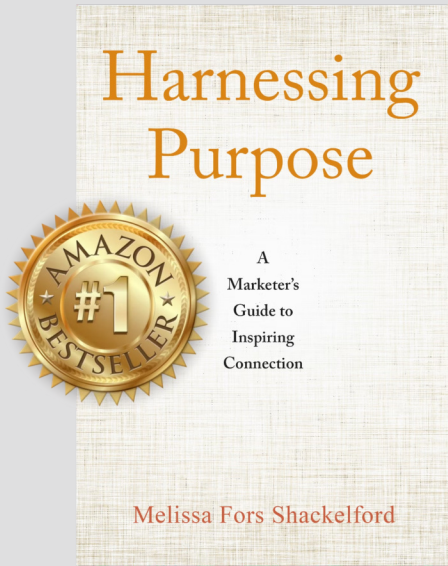
Lindsay Amundson, CMO, Sabrosura Foods

"Melissa, it is so refreshing to hear your passion for healthcare marketing and how there are real outcomes with the content we put out there"

Andy Pondillo, The Making of a Marketer

Awards & Recognition

- Nonprofit Marketer of the Year, American Marketing Association
- Women's Health Leadership TRUST Award
- Top 50 Women in Healthcare (2025)
- #1 Amazon Bestseller, *Harnessing Purpose: A Marketer's Guide to Inspiring Connection*



Book Melissa for Your Next Event

To inquire about availability, fees, or to request Melissa's keynote for your conference, please contact:

Email: melissa@shackelfordstrategies.com | **Phone:** (612) 558.1949

Website: www.melissaforsshackelford.com | **LinkedIn:** [linkedin.com/in/MFors](https://www.linkedin.com/in/MFors)