

Maria T. Bailey

THE VOICE OF MOMS

ABOUT

Ad Age called her “One of the Must-Follow Women in Social Media” and credited her with creating the Marketing to Moms niche. Maria Bailey is an award-winning author, radio talk show personality, internationally known speaker and the foremost marketing authority on marketing to moms. Her company, BSM Media is a full service marketing and media firm that specializes in connecting brands with mothers. She has worked with over 300 brands across the globe including:



Maria has left her mark on marketing by helping to create programs like the Huggies Mom Inspired® grant program, Disney Social Media Mom Celebration, Beaches Social Media on the Sand, HP Smart Moms, Chick-fil-A's Mom Panel, marketing partner for the launch of Zhu Zhu Pets (2012 Toy of the Year), and founder of National Mom's Nite Out™, the first nationally organized celebration of motherhood intended to bring together today's moms, physically and virtually. She is frequently invited to speak at industry conferences and annual meetings for companies including Coca Cola, General Mills, National Association of Convenience Stores, Packaging Show, Sony Electronics, Hallmark, Kellogg's, State Farm, PGA Tour, Kindermusik, Women's Jewelry Association, Food Industry Association, Produce Marketing Association, Orthosynetics, Digital Kids Conference and Healthy Kids Coalition.

Maria has published eight books focused on moms and marketing and contributed to more than a dozen others on topics such as marketing, business development, social media, consumer behaviors and strategy. Her book, “Marketing to Moms: Getting Your Share of the Trillion Dollar Market” (Prima, 2002) was the first to examine the buying power of mothers and the most effective marketing initiatives. In her latest book, “Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales” (Wyatt-MacKenzie, 2015), Maria offers insight into how brands can effectively engage with Millennial Moms on their unique terms and tap into their annual combined spending power of \$750 billion.

With an audience that spans websites, blogs, YouTube channels, nationally syndicated radio and print publications, Maria reaches an audience of approximately 8 million moms each month. She has more than

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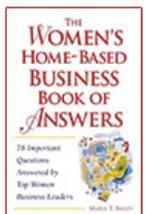
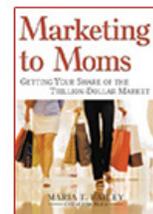
60,000 Twitter followers, thousands of video viewers and Facebook followers. She is the host of Mom Talk Radio, the only nationally syndicated radio show for moms in America. It airs in 50 of the top 100 DMAs and is consistently one of the most popular podcasts on iTunes. Her websites BlueSuitMom.com, MomTV.com and SmartMomSolutions.com (featuring Maria's product line) receive thousands of visitors every month. She is a partner in Monster Coats, MonsterCoats.com, a collection of winter coats and hats made specifically for kids, and Premama, DrinkPremama.com, a powdered prenatal vitamin that women can drink in a favorite beverage.

Maria is a frequent guest on talk and news show. She has appeared on CNN, ESPN's Between the Lines, CNBC, WABC NY, ABC Channel 10 Miami, CBS New York, The Morning Show and many more. She has appeared in over 400 newspapers, magazines and online publications including The Wall Street Journal, BusinessWeek, Entrepreneur, Oprah's O Magazine, SELF, Fitness, MONEY and more.

AWARDS & ACCOMPLISHMENTS

- PR News Platinum PR Award Finalist
- Wonder Woman in Toys Finalist
- Named one of "America's Best Work/Life Resources" by INC. Magazine
- Creator of the "Mom Niche" by Ad Age
- Top 10 Moms to Follow On Twitter
- Named "Power Mom Online" by Scripps
- Women Owned Business of the Year by South Florida Business Journal
- Mother of the Year by the American Cancer Society
- South Florida Women of Substance and Style
- Woman of the Year in Technology by Women in Communication

BOOKS



PUBLICATION CONTRIBUTIONS

- "How to Dot Com It" by Robert McGarvey
- "Shameless Shortcuts" Yankee Publishing
- "Don't Think Pink" by Lisa Johnson, Andrea Learned
- Engage: Moms Blog
- Maternity Magazine
- Wyndham Women On Their Way Blog

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MILESTONES

- 2015** Publishes 8th book: *Millennial Moms: 202 Facts Marketers Need to Know to Build Brands and Drive Sales* (Wyatt-MacKenzie, 2015)
- 2014** Amazing Zhus sell out online at Walmart.com with Maria's unique marketing strategies
- Keynote speaker at National Food Industry Convention
- Successfully launches Beaches Social Media on the Sand Conference, the 1st annual international event for mom influencers
- Launches HP Smart Moms Panel
- Launches Chick-fil-A Moms
- BSM Media's MommyParties completes its 100,000th in-home event
- Appears on ESPN's Outside the Lines with Bob Ley, "NFL Marketing to Moms" segment, Maria addresses NFL's approach to engaging with moms on youth sports safety issues Watch the segment here: www.mariabailey.com/ESPN
- 2013** State of Nevada proclaims Thursday before Mother's Day as National Mom's Nite Out
- 2012** State of New York declares Thursday, May 10 Mom's Night Out
- 2011** Publishes 7th book: *For the Love of Mom: Amazing True Stories of Moms and the People Who Love Them* (HCI, 2013)
- Parenting Expert on weekly lifestyle segment, WABC Palm Beach
- Creates SheStreams Conference, a one-day conference focusing on social media and technology
- 2009** Publishes 6th book: *Power Moms: The New Rules for Engaging Mom Influencers Who Drive Brand Choice* (Wyatt-MacKenzie, 2011)
- Marketing Strategist for launch of ZhuZhu Pets, Toy Industry Associations "Toy of the Year"
- Founds National Mom's Nite Out, a celebration of motherhood that attracts millions of moms to online and offline events

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- 2009** Publishes 5th book: *The Ultimate Mom: Uplifting Stories, Endearing Photos, and the Best Experts' Tips on the Toughest Job You'll Ever Love* (HCI, 2009)
- 2008** Publishes 4th book: *Mom 3.0: Marketing WITH Today's Mothers by Leveraging New Media & Technology* (Wyatt-MacKenzie, 2008)
- 2006** Forges partnership with Kimberly-Clark to create Huggies MomInspired program, awarding grants to mompreneurs with unique inventions
- Featured in Oprah's "O" Magazine
- Named host of "The Balancing Act" on Lifetime Television
- 2005** Works with Pulaski Furniture and Build-A-Bear Workshop on Furniture Line
- Retained by Daimler Chrysler as Mom Strategic Consultant
- Featured as Famous Floridian in Houghton-McMillan Fourth Grade Social Studies textbook used in Florida School System
- Retained by Disney Publishing as Mom Marketing Consultant
- Works with Cartoon Network to launch "Tickle-U"
- Publishes 3rd book: *Trillion Dollar Moms: Marketing to a New Generation of Mothers* (Dearborn, 2005)
- INC Magazine names Maria Bailey and BlueSuitMom.com "One of America's Best Work/Life Balance Resources"
- 2004** Featured on CNBC "Marketing to Females"
- Named National Spokesperson for American Cereal Association
- 2003** Named Family Organizational Expert for Office Depot
- Publishes 2nd book: *Marketing to Moms: Getting Your Share of the Trillion Dollar Market* (Prima, 2003)
- 2002** Featured on *Simplify Your Life* on the Fine Living Network as a Work/Life Balance Expert
- BlueSuitMom.com awarded South Florida Business Journal's "Female Business of the Year - Special Mention Award"

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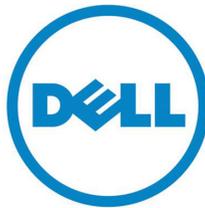
- 2001** Mom Talk Radio launches
Publishes 1st book: *The Women's Home-Based Business Book of Answers* (Prima, 2001)
- 2000** Baby Talk names BlueSuitMom.com "Top Parenting Site"
USA Today features BlueSuitMom.com as "Hot Site of the Week"
Launches BlueSuitMom.com on Mother's Day

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CLIENTS

Maria Bailey and BSM Media's clients range from Fortune 100 companies and international consumer products to start-up businesses. She has worked with clients in a variety of professional relationships, always with the same goal: connecting brands, products and services with mothers. These are just a few of the companies who have experienced the passion and talents of Maria Bailey and her team:



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MEDIA COVERAGE

In addition to her clients, Maria serves many entities with resources and market information, including:

ADWEEK

CNN

abc GOOD MORNING AMERICA

Dr. Phil

babytalk

Bloomberg Businessweek

Forbes

abc NEWS

Money

ePregnancy
The New Image of Pregnancy™

The Miami Herald

Entrepreneur
MAGAZINE

PRWeb
Online Visibility from Vocus

O
THE OPRAH
MAGAZINE

Parenting
MAGAZINE

PRNews

The New York Times

Smart Money

AP

TODAY

Woman's World
A great week made easy!

USA TODAY
A GANNETT COMPANY

U.S. News & World Report

Woman's Day
LIVE WELL EVERY DAY

msnbc

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BOOKING

Empower your audience with knowledge and trends from the expert who reaches millions of moms each month!

- Television:**
- Recognized globally as industry spokesperson on Marketing to Moms
 - Former Host of “The Balancing Act” on Lifetime Television
 - Contributor to national programs as expert on moms including ESPN’s “Outside the Lines”
- Radio:**
- Host of “Mom Talk Radio”, the only nationally syndicated radio show for moms and top-downloaded parenting podcast on iTunes
 - Former Contributor to “Good Day” show with Doug Stephan
- Online:**
- Founder of BlueSuitMom.com, the award-winning website for executive working mothers, and MomTV.com, the largest mom-focused video platform online
 - Creator of National Mom’s Nite Out, an annual event that draws millions of moms together online and offline
 - Founder of MomSelect.com and MommyParties.com, two popular online resources allowing thousands of social media mom influencers engage with brands
- In Print:**
- Author of eight books on the subject of marketing to mothers
 - Contributor to several trade publications and over a dozen parenting and business books
- In the News:**
- Featured on ESPN, CNBC, Ad Week, The Today Show, The Wall Street Journal, New York Times, Parade Magazine, WABC-New York, Chicago Tribune, Entrepreneur, “O” magazine, SELF, Smart Money, Parenting Magazine, Forbes, Women’s Day Magazine and more
- Spokesperson:**
- Served as mom expert and national spokesperson for brands such as Kimberly-Clark, Build-A-Bear Workshop, HP, Nestle, Country Inn and Suites by Carlson Companies, Gymboree and others

“You were FABULOUS!!! We are all receiving e-mails from our guests just RAVING about the Seminar and how thought provoking you are. I can just see those new Radio Disney clients going after MOMS and with the right message!”

— JAMIE C. RAMSEY - ABC

“Maria reveals the secrets of how and where to reach this potent consumer group—moms! Find out how to succeed with the largest consumer group by heeding the advice in Marketing to Moms. A must read for consumer marketers.”

— KAY KOPLOVITZ, founder of USA Networks

For additional information or to book Maria Bailey,
please contact Laura@BSMMedia.com or call 954.943.2322