

Who Wants to Marry a Millionaire When You Can Be One?

What Every Woman Need to Know About Technology to Get a Better Job, Look Better and Love Longer

What I Can Do For Your Audience

Story/Segment Ideas for Women Ages 18 - 54

Following are segment ideas to entertain, educate and empower women to help them better understand technology and how to harness its power to improve their lives.

Who Wants to Marry a Millionaire When You Can Be One?

Tech Jobs Pay Over 100K Annually. Why Every Woman Needs to Know Tech To Boost Her Salary.

Can I Find Mr. Right or Mr. Right Now Online?

Why Women Shouldn't Shy Away From Finding Love Online

The 5 Best Apps for Fitness

5 Apps That Help Keep You in Bikini-Ready All Year Round

Sex Tech: Send His Hard Drive into Over Drive

How Apps and Technology Can Keep Your Romance Alive

Tech Trendy

10 Fashion Sites that Keep You Looking Fabulous for Less

Dr. Marcella Wilson, **America's Tech Expert**, is your web-savvy coach with more than 10 years of experience writing, researching and talking about technology.

Educated but not tech savvy, Dr. Marcella Wilson quickly realized that even though she had a bachelor's degree, her career needed a boost. She was stuck in a high-stress, dead-end job at a call center. Marcella quickly realized that learning technology could advance her career options dramatically.

Determined not to be stuck in a dead-end job, Marcella turned her despair into action. She enrolled in a graduate program and was mentored by numerous successful women throughout her educational career. Today, as America's Tech Expert, Dr. Wilson has taught numerous undergraduate and graduate classes on computer science and information technology. She speaks at national conferences, has published research and runs a successful consulting firm. But most importantly, she "pays it forward" and teaches women how to harness the power of technology to improve their lives at every stage.



Why You Should Care

Startling Stats

Did you know that ...

- They influence or control more than 83 percent of all consumer purchases, including 66 percent of all home computers.
- In 2003, women spent approximately \$55 billion on consumer electronics products, outpacing men.

But, sadly ...

- Women have been socialized to believe that they can't engage with technology (Marie Claire magazine)
- Women have less confidence than men in their computer skills, even women who studied computer science.
- Women rely on their husband, boyfriend or brother to create that Excel spreadsheet or worry about the wireless network.

But on the brighter side ...

- Women under 30 and Black females outpace their male peer in computer use
- In most categories of internet activity, more men than women are participants, but women are catching up quickly. (Pew Research Center's Internet & American Life Project)

How to Book Dr. Marcella Wilson

Contact Information

Direct Contact: Dr. Marcella Wilson
Phone: 424.235.5238
Email: marcella@marcellawilson.com
Website: www.marcellawilson.com

Dr. Wilson's Availability

Nationwide availability by satellite or phone, in-studio by arrangement, last-minute guest based on availability.

Dr. Wilson is available for television appearances, radio interviews, speaking engagements, personal appearances and other media opportunities.

"Hi, Marcella! It was definitely a pleasure working with you. Thanks again for making the trip. It was such a pleasure to meet you!"

– Maureen Browne, Initiative Talent Group

MORE ON THE BACK -> TURN OVER →

STUDIES HAVE SHOW THAT WOMEN ARE MORE LIKELY THAN MEN TO SEEK OUT AND RELY ON ADVICE FROM EXPERTS – Merrill Lynch

How I Deliver My Message Effectively

Media To Date

TV/Video

- **Baltimore Fox 45 News** Segment “Underage Children on Facebook”.
- Dr. Marcella Wilson is the host of the popular **YouTube series** “The Doctor Is In”, a weekly show that looks at how pop culture and technology mix.

Print: Publications

- **Fox News** article “Survey Says: 7.5 Million Kids on Facebook Are at Risk”
- **Detroit News** article “Facebook is no Friend to Children Under 13”.

As an expert in the area of technology for more than 10 years, Dr. Wilson has authored numerous publications including the following:

- **The Comparison of Online Social Networks in Terms of Structure and Evolution** by Marcella Wilson, June 2008, Ph.D. Thesis, Advisor: Charles Nicholas
- **Topological Analysis of an Online Social Network for Older Adults** by Marcella Wilson and Charles Nicholas, 2008, ACM 17th Conference on Information and Knowledge Management, Workshop on Search in Social Media, Napa Valley, CA.
- **The Influence of Voice-Over internet Protocol (VOIP) on Web-based Communications of Older Adults** by Marcella Wilson and Charles Nicholas, June 2007. *2nd International Conference on Technology and Aging* (p. 385). Toronto: Festival of International Conferences on Caregiving, Disability, Aging and Technology.
- **DOAM: Document Ontology and Monitoring Agent** by S. Srivastava, J. Lamadrid, Y. Y. Karakashyan, L. Chen, M. Hopkins, H. Shi, P. Singh. Proceedings of the 1999 Research Symposium, UMBC Center for Architectures for Data-Driven Information Processing.

Speaker:

Dr. Wilson has been a guest speaker and spokesperson for numerous academic organizations and business including the following:

- **Featured Speaker:** Summer Dissertation House 2008, Promise Maryland’s Alliance for Graduate Education and the Professoriate, University of Maryland Baltimore County
- **Featured Speaker:** Promise Town Meeting, Promise Maryland’s Alliance for Graduate Education and the Professoriate, University of Maryland Baltimore County
- **Spokesperson:** 32nd Annual National Society of Black Engineers National Convention (Pittsburgh, Pennsylvania, April 2006)



Dr. Marcella Wilson winning awards for her research at NASA

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Dr. Marcella Wilson, hanging with Kitty from VH1’s “Pep in the City”.