

I.E.

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Isha Edwards is a brand-marketing consultant, business instructor and event speaker who empowers individuals and organizations to excel. When not working on expansion efforts for her company, **EPiC Measures**, Isha provides clients with a brand-driven, comprehensive approach to establishing, operating, and growing a business via enterprising marketing tactics.

Dubbed an “idea catalyst,” Isha is passionate about entrepreneurship, mentoring youth and young adults and using media and marketing to positively impact the way people think and, subsequently, feel and respond. Her reach spans 12 industries including music, media, fashion, film, academia, professional services, nonprofit and S.T.E.A.M. Her network includes entities and individuals in Chicago, Atlanta, Los Angeles, New York; the Caribbean, UK and South Africa.

To her credit, Isha's accomplishments have been highlighted in New York-based *The Industry Cosign* as well via American Express' OPEN Forum ®. Prominent business periodicals, *Inc.com*, *Investor's Business Daily*, and *Black Enterprise* have cited Isha's practical advice to business owners and leaders, as have *All Biz Answers*, *BrandMakerNews*, *UpStart Smart*, *Fan Bridge*, and *Media Bistro*, among other publications. Isha is a frequent contributor for *The Los Angeles Post*. Her published work and quotes appear in more than 30 business and entertainment periodicals in the U.S. and abroad.

Over the years, Isha's outreach and impact in business has led to supporting partnerships with **The Coca-Cola Company** (The Global Business Mixer), **Emory University** Goizueta Business School (The Business Development Exchange), and the **Microsoft Store** (The Marketing Mash-Up & Mixer), **NEX Labs'** Burning Plan (The Hub), and an ongoing partnership with the **Entrepreneurship Education Project** at Illinois State University.

Isha is a member of the National Academy of Recording Artists and Sciences and has worked on nonprofit initiatives for music icons Dallas Austin and Usher. She has also worked on promotional projects for independent recording artists Canton Jones, Jebron, Jonathan Phillips, Donnie Music, and Richie Righteous. From its inception in 2009 until 2012, Isha worked in a promotional capacity for the BronzeLens Film Festival. Likewise with Inspired By Media Group, Inc.'s *The Bible Story*. Entities benefitting from Isha's marketing and business expertise include Morehouse College (The Business of Sports & Entertainment panelist), The Urban Business Roundtable (Chicago radio broadcast guest), DECA GA (marketing judge & advisory committee member), The Artist Resource Center NoHo (Business Essentials workshop presenter), and the University of Southern California Marshall Consulting Program (marketing consultant).

Currently, Isha is a mentor network advisor for New York University's Wasserman Center for Career Development. She is slated as a [featured speaker](#) for the Showbiz Entertainment Arts Expo in Johannesburg.

Isha is an **Innovative & insightful, idea catalyst!**
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