



c/o EPiC Measures, LLC
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[Isha Edwards](#) is the owner of and brand marketing consultant for [EPiC Measures, LLC](#) (EM). In part, Isha's role at EM involves developing brand-driven marketing initiatives, which align with a company's or individual's core values. Executive producing the videos, *Celebrating the Men that Lead* and *Today's Leading Ladies* in conjunction with corresponding *Savoy* magazine articles, is an example of Isha's brand-marketing savvy as is launching EM's [Business Development Exchange](#). Along with managing client assignments, Isha instructs at Clayton State University's Center for Continuing Education and Emory University Continuing Education.

Isha earned a degree in Business Management from the University of Illinois at Chicago. She also holds Branding and Integrated Marketing and Strategic Marketing certificates from the University of Southern California's Marshall School of Business. Since 1992, Isha has served in a variety of educational and administrative roles including 6 years with Emory University's globally-ranked Goizueta Business School. She has 21 years of combined experience working with corporate and non-profit organizations.

Among a myriad of talents, Isha is an avid writer whose experience varies from marketing communications to journalism. Her work has been featured in various business and entertainment outlets in Atlanta, Chicago, Los Angeles, New York, Bogotá, London, and Ontario. In December 2007, Isha made her book editorial debut with *Chindia Rising: How China and India Will Benefit Your Business*. The book is authored by marketing scholar, Dr. Jagdish Sheth. Through EM, Isha has served as a marketing research editor for Assistant Professor of Marketing, Dr. Arne Floh at Wien University in Vienna, Austria.

In March 2008, Isha became a guest expert for The Urban Network's Music Entertainment and Marketing Summit in Los Angeles. She has since served as a guest speaker and advocate for music performing rights organization, SESAC as well as a panelist for The Recording Academy's Grammy University Network in Atlanta. For over a year, Isha served as a business plan advisor via the Branson School of Entrepreneurship in Johannesburg, South Africa. Thereafter, she became an advisor for the University of Southern California's Marshall Consulting Program for two years. From 2010 to 2011, Isha served as the U.S. ambassador for the [Entrepreneurship Incubator's](#) Leadership Project in Cape Town, South Africa. Currently, she is a collaborator with the [Entrepreneurship Education Project](#), a "longitudinal, data-driven study geared towards enhancing entrepreneurial self-efficacy and identity."

Adept in business, branding, entertainment, and education, Isha has been a guest on various radio broadcasts, including SUNY's *Old Westbury Online Radio* in Old Westbury, NY, *Rejoice 94.7 WAAW* in Aiken, SC, Business Radio X's *The Winner's Circle* in Atlanta, GA, and Chicago-based *Touching Millions* Blog Talk Radio and WVON AM 1690's *Watch Your Business*. 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*, *The Los Angeles Post*, *M.O.*, and *Media Bistro*, among other publications.

To her credit, Isha's accomplishments have been highlighted in New York-based *The Industry Cosign* as well via American Express' OPEN Forum ®. *The Chic Entrepreneur* recognized Isha as "Chic of the Week," March 9, 2009. Isha was later the featured businesswoman in the July 2009 edition of *Pink Ladders*. Dubbed an "outstanding alumni whose contributions in [leadership, teaching, research, and service] raise the stature and standing of the College," on February 23, 2010, Isha was inducted into the University of Illinois – Chicago College of Business Administration's 2010 Alumni Leadership Academy. In May 2012, the College of Business presented Isha with their "Outstanding Mentor" award.

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