

**Marketing & Business Development Strategist | Podcast Host | Author  
Global Speaker | Board President & Member | 5x Marathoner**



**JODI-TATIANA CHARLES** is the visionary founder behind LCG Brands, a marketing and business development consultancy dedicated to empowering entrepreneurs, innovators, small and medium-sized businesses (SMB/SMEs), and international professionals in amplifying their personal and corporate brands.

With over three decades of executive leadership in marketing, branding, business development, and communications, Jodi-Tatiana has garnered remarkable successes with prestigious organizations such as the US Embassy MX, VodaCom Tanzania, Masschallenge and TechStars Accelerators, Massachusetts Governor's Office, Greater Boston Chamber of Commerce, Massachusetts Conference for Women, NBC Universal/Comcast TV, and Clear Channel Communications/iHeart Radio.

With her unwavering commitment to excellence and empowerment, Jodi-Tatiana continues to shape the model of brand development and marketing strategy, inspiring individuals, and businesses alike to reach new heights of success.

At the onset of the pandemic, she initiated her highly praised podcast, "Minding Your Business with Jodi-Tatiana," extending invaluable support to entrepreneurs and innovators worldwide.

Jodi-Tatiana's exceptional contributions have not gone unnoticed, as evidenced by her recognition and earned a coveted spot on the Forbes Magazine Next 1000 list, a testament to her profound impact and influence in mentoring entrepreneurs and innovators globally over the past decade. Additionally, she clinched the esteemed "2023 Go Global Professional Services Award" in the Service Industry Category, further affirming her indelible dedication to her craft.

Her academic journey is equally impressive, culminating in a Bachelor of Arts degree in Communications with a focus on Journalism and a minor in Sociology from Suffolk University. She further honed her expertise by earning a dual MBA from Babson College – Franklin W. Olin Graduate School of Business, specializing in Global Management and Strategic Marketing. Complementing her academic achievements, she holds three Executive Education Certificates, including ones from Harvard University Business School on "Global Business," Saint Petersburg State University on "Russia in Transition," and from MIT Sloan on "Social Media Strategy: Creating Engagement, Insight, and Action."

In addition to her illustrious education and career, Jodi-Tatiana also dedicates her time to various philanthropic causes. She actively supports initiatives for children, the elderly, arts, cancer advocacy, and dyslexia, engaging in activities such as participating in road races, mentoring, and volunteer work.

She is the author of many books covering diverse topics including marketing, travel, cultural awareness, and visual interpretation, with her first published being a children's book titled "It's Just A Rug," a captivating work aimed at educating children about their heritage, with many more books to come.

In February 2024, she was named one of Essex Media Group's 2023 Persons of the Year, lauded for her tireless efforts in expanding, influencing, and continuously evolving the Marblehead Festival of Arts during her tenure (2022-2024) as its President of the Board of Directors. She also holds a position on the Girl Scouts of Eastern MA, where she contributes as a Board Member and chairs the Long-Range Property Planning committee.

<https://www.linkedin.com/in/joditatianacharles/>

Travels from Greater Boston, MA

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