

## Contact

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[www.fivefoottwomarketing.com/](https://www.fivefoottwomarketing.com/)  
(Company)

## Top Skills

Start-up Leadership  
Start-up Ventures  
Digital Marketing

## Languages

Portuguese  
French

## Honors-Awards

2015 Hall of Femme Honoree

# Melissa Wallace

Committed to the success and impact of early-stage startups.  
New York, New York, United States

## Summary

Melissa brings over 25 years of marketing expertise, spanning across diverse sectors including consumer, B2B, DTC and creative agency realms, with a primary focus on pioneering technologies and entertainment. Her illustrious career path includes pivotal roles at renowned consumer brands like Superfly, DIRECTV, A&E, and eMusic. However, Melissa's true acclaim stems from her exceptional track record in revitalizing and propelling the marketing strategies of numerous startups, notably Buddy Media, which was acquired by Salesforce.com for a staggering \$689M.

In 2018, Melissa joined forces with Laura Maiurano to establish Fivefoottwo, a groundbreaking Marketing Collective dedicated to nurturing early-stage startups. Building on this success, Melissa ventured further in 2023 with the launch of Fierce Foundry, the first-ever Femtech Venture Studio designed to reduce and equalize the deficit in funding for female founders. Through her unwavering dedication and visionary leadership, Melissa continues to shape the landscape of women in tech, leaving an indelible mark on the industry.

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## Experience

Fierce Foundry  
Co-Founder  
June 2023 - Present (1 year 1 month)

Fivefoottwo Marketing  
Co-Founder & Managing Director  
February 2018 - Present (6 years 5 months)  
New York, NY

Marco  
Marketing Coach  
April 2020 - Present (4 years 3 months)

New York, New York, United States

## Techstars

Mentor

June 2017 - Present (7 years 1 month)

## Entreprenista

Member

September 2021 - Present (2 years 10 months)

New York, United States

## The Female Founder Collective

Member

February 2020 - Present (4 years 5 months)

## Jam

Jambassador

April 2022 - December 2023 (1 year 9 months)

California, United States

## Fierce Founders

Co-Founder, Treasurer

June 2018 - December 2023 (5 years 7 months)

New York, New York, United States

## The FEAT

Head Of Marketing

October 2020 - April 2023 (2 years 7 months)

## beet & pear

Board Member, Marketing Advisor

June 2020 - April 2023 (2 years 11 months)

## The 1k Project

Curator

May 2020 - April 2023 (3 years)

## Tentr

Vice President of Marketing (Consultation)

July 2018 - September 2018 (3 months)

Greater New York City Area

## Superfly

### Vice President of Marketing

October 2015 - March 2018 (2 years 6 months)

Greater New York City Area

## SplashThat.com

### Vice President of Marketing (short-term consultation)

February 2015 - August 2015 (7 months)

New York, NY

## bitly

### Vice President Marketing

November 2013 - February 2015 (1 year 4 months)

## salesforce.com

2 years 4 months

### Vice President of Marketing

August 2012 - September 2013 (1 year 2 months)

New York

### Vice President of Marketing

June 2011 - August 2012 (1 year 3 months)

New York, NY

## The Visionaire Group

### Senior Director, Engagement

February 2010 - June 2011 (1 year 5 months)

## Surla Films

### Associate Producer

November 2009 - April 2011 (1 year 6 months)

Managing the marketing plan and transmedia experience for the feature film, Horizon.

## A&E Television Networks

### Director, Digital Media Marketing

October 2007 - October 2009 (2 years 1 month)

## eMusic

### Sr. Manager, Partnership Marketing

March 2006 - October 2007 (1 year 8 months)

DIRECTV

Sr. Marketing Manager

August 2000 - March 2005 (4 years 8 months)

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## Education

New School University

MA, Media Studies · (2007 - 2010)

University at Albany

BA, Political Science