



Elin Barton is a purpose-driven business leader, author and entrepreneur who believes in the power of story to elevate brands and individuals.

Her vision is to create a virtual ecosystem where entrepreneurs and solopreneurs are supported by a strong community, regardless of geographic location, and where women and girls in particular can find empowerment, inspiration and guidance to forge their own unique path.

As someone who rejects the notion that a successful career has to fit into a tidy package, Elin is a strong advocate for creating meaningful connections and guiding others to fulfill their full potential.

ELIN HAS LED THE FOLLOWING COMPANIES AND INITIATIVES:

WHITE KNIGHT PRODUCTIONS: VIDEO MARKETING AT ITS BEST

At the helm of White Knight Productions, Elin and her team have developed and produced television commercials, marketing, training, recruitment and social media videos for a range of businesses, from national brands to start ups. White Knight is also the creator and nationwide supplier of Video Crisps – fresh video for social media and digital outlets.

READY SET GRIT: EMPOWERMENT MOVEMENT FOR A MODERN ERA

From its beginnings as a weekly podcast for entrepreneurs looking to make a dynamic upward pivot in their businesses and lives, *Ready, Set Grit* has evolved into a movement of people who aren't willing to settle for second-best. Besides continuing to host the podcast, Elin has also written a book for *Ready, Set, Grit* and hosts workshops and trainings on these topics.

IC GENIUS AND IC HER: DISRUPTIVE AND INNOVATIVE

As a co-founder of each of these movements, Elin is helping to set the stage for entrepreneurs to not only achieve phenomenal growth in their businesses, but also to network and connect in a whole new way, opening up incredible opportunities and possibilities. Both platforms provide supportive Advisory Boards, trainings, live events and access to thought leaders and funding sources.

LEADING

- Co-founder of BOLD: Business Owners Leading Discussions
- Visionary founding member, Project Positive Change
- President, Communications Assn. of the Southern Tier
- Board Member, YMCA
- Girl Scout Leader (8 years)
- The Woman's Advantage Reg. Chair
- Founder of annual PSA Competition
- Goldman Sachs Alumni Communications Committee Co-Chair, Philadelphia
- Certified Infinite Possibilities Coach

SPEAKING

- Panelist, WISE Symposium 2017
- Speaker for Women TIES (2015-2017)
- Speaker, Tales from the Trenches 2017
- Panelist, Southern Tier Meet-Up 2014
- Featured in WE Speak: Women Entrepreneurs from Cornell Video Series
- Speaker, Women in Tech 2017
- Presenter of Red Cross Real Heroes Award, 2018
- Frequent guest lecturer, Binghamton University, Entrepreneurial Program

AWARDS

- Silver Winner, American Advertising Federation Award for Commercial Production
- Alumna of Goldman Sachs 10,000 Small Businesses Program 2015
- Recipient of AmEx/Nell Merlino's *Count Me In* Initiative 2012
- Multiple-time Silver Telly Honoree
- Recipient of multiple national Communicator Awards
- Recipient of multiple CAST Awards (Communications Assn. of the Southern Tier)

SHAPING THE CONVERSATION

- Co-host and co-creator of *On the Town*, a weekly cultural radio show in Prague, Czech Republic
- Contributing writer (*Huffington Post*, *TUT.com*, *The Bridge*: Binghamton NY)
- Founder and writer, *The Balance* weekly blog
- Featured on the following podcasts: *Driving Participation*, *Bill Stage's Podcast*, *Earbud U* with Jesan Sorrells, and *Clever Girl Finance* with Bola Sokunbi
- Elin has been the featured guest on the television show, *Encounter*, on WBNG-TV