



Michele McDonough

Michele is a highly respected influencer and thought leader in the Direct Selling channel with a vast community of followers, colleagues' connections, and a longtime member of selected industry associations, as well as current and past board positions.

She is also a corporate rainmaker in the areas of Sales, Marketing, Branding, Strategic Initiatives, Training & Business Development with a successful track record in leadership positions with proven results. With 40+ years herself as a Senior Executive in the Direct Selling channel, Michele has brought to market party plan and network marketing companies from concept to launch with Fortune 500 companies, e-commerce ventures and startup companies offering a wide range of consumer products in the U.S. and abroad as a strategic consultant.

She has designed and delivered programs and processes from strategy to concept to completion to drive business performance for long-term growth and maximum ROI.

Michele grew up in direct selling, starting out as a field sales leader and eventually rising to corporate positions as Senior VP of Sales and Marketing to GM role(s).

Michele transferred her early modeling experience and love of fashion and beauty into a successful Merle Norman franchise early on, becoming the youngest franchise owner in North America. The purchase of a second Merle Norman Studio led to Michele serving as a test market studio for new product launches for Merle Norman corporate and trainer of new franchise owners for the corporate office in Los Angeles. In addition, Michele played an active role in the

local city council, appeared in TV commercials for local businesses which aired throughout California.

Michele has served on numerous advisory boards, both enterprise and charitable and was named **Entrepreneur Woman** of the year in Los Angeles.

She has also worked with large corporations, start-ups, and turnarounds/re-launches in all key areas of a direct selling business model. She has built companies in the initial stages that has driven business performance for long term growth both domestic and international. Her client's range across North America, as well as global.

Currently, engaged as co-founder of **C3 Executive Search**, Michele believes in the life-changing potential of the direct sales channel as she has experienced it firsthand. With her many years of experience and respected connections, talent acquisition is a passion of hers, as it has been throughout her career. Her ability to match the best of the best talent to a successful direct selling organization is her dream. Her intuitive sense of providing that perfect match is what makes C3 Executive Search so successful and highly regarded in the direct selling industry!

She is also particularly proud of her work as co-founder of the **Women's PowerCircle** which was another big dream of hers to provide a safe and loving global community of like-minded women who participate in key high-level entrepreneurial roles in the direct industry that can meet up and collaborate! Now in its ninth year, this community has achieved a loyal and active following of over 150 members including many direct selling CEOs and Founders. The Women's PowerCircle offers idea-sharing from local and global guest speakers and becomes a vehicle for networking and problem-solving! This strengthens and supports industry relationships via quarterly meet ups and virtual communications.

She has also held a term on the board for DSWA (Direct Selling World Alliance).

She believes in giving back and has been an Advisory Board Member with a national charity, Project Cuddle for more than 20 years as well as a big sister with Big Sisters/Big Brothers for 19 years. Michele also serves as a Hospice volunteer.

Michele resides in Southern California. She is active in her community of La Quinta, currently sitting on the La Quinta Housing Commission. Additionally, she has previously served as an advisory board member of a temporary Financial Commission for La Quinta to determine long term budget and revenue viability. Michele now holds a commission seat to determine future Short-Term Vacation Rental Guidelines for the city.

Active with the DSA (Direct Selling Association) as a Supplier Partner.

For added professional intel on Michele, visit her at [LinkedIn](#).