

Margaret Broderick has over 35 years of management experience focused on operations, marketing, and business development, product/service development/introduction. She handled internal/external resource management of all functions: legal, financial, and human resources. She is a creative visionary with practical skills application and a proactive, results-oriented decision-maker.

With a Bachelor of Arts in Communications and a Master of Business Administration with a concentration in Strategic Management/Marketing, she is committed to career development and has completed:

Gerber Business Development Program E-Myth
Mastery Program-System-Based Business Operation,
Sandler Sales Selling System,
Midwest Entrepreneurial Education Center-Fast Trac 2 Entrepreneurial Training,
The Grantsmanship Center-Grant/program writing certification, and Inc. Magazine
Growing a Company conference.

Broderick's professional and community development has led to involvement with Land O Lakes Foreign Student Internship Program as a Host Company, Butler University, IU Alumni Center, IU Kelley School of Business, WNBA Fever Advisory Board, Indiana Wine Grape Council VP, and as a USA Today Small Business Advisor.

From students to business executives, Margaret is a frequent speaker to civic, business, women, university, and professional organizations, including:

The Venture Club, Society of Professional Accountants,
Young President Organization,
Indiana Society of Event Specialists,
Entrepreneurial Alliance, and
WNBA Self-Esteem Conference for students.

While in her winery position, Broderick increased sales an average of 34% for six years, while net income increased by 21%. She developed sales/marketing strategies for private functions, wholesale distribution, and retail, implementing a regional and international export growth strategy. She designed and implemented an IR/ UR marketing campaign, receiving a 2002 Indiana VISTA Award for marketing excellence.

She helped establish the Central Indiana Wine Trail Program and Indiana state distribution/marketing. Additionally, she was the only female ever appointed to the Indiana Grape Growers Guild for a three-year term and elected to Vice President in 1998. Her company received the 2000 and 2001 Ernst and Young Entrepreneur of the

Year finalist Award, and was a WNBA finalist for Entrepreneurial Spirit and Achievement (one of 4 out of 150 nationwide).

Under her direction, the company president was named to the Forty Under 40 for business leadership and excellence.

Passion v. Arrogance was authored in 2005, and Broderick spent 18 months touring, speaking about the Dana and Goliath story of Wine Women and Wrong!

In 2009, Broderick embarked on purchasing properties, rehabbing, renovating, and renting in underserved communities. With home improvement supplies left over, Indy NUT House was launched during 2011, a retail resale serving contractors and home rehabbers.

Currently, Broderick is transforming the senior living landscape, the demographics of which will increase by 40% and include the largest wealth transfer all within an \$60 billion-a-year industry.

She is also an entrepreneurial mentor to the Purdue PolyTech program with StartED Up and will lead the first ever local “Shark Tank” student competition.

With features in USA Today and Advocate, Broderick and her partner were spotlighted as one of the Most Powerful Couples in America.

Broderick enjoys, no, thrives on sharing her opinion and experience to the benefit of others. She communicates with humor and passion.

She lives in the Midwest with her patient, artist partner of 34 years and two mini pins—Pink and Nic.