



## Long Bio

Snowden McFall, professional speaker, trainer, and author, is the owner of 27 year old Brightwork Advertising & Training and 14 year old Fired Up Professional Speaking. A business expert who speaks on motivation, stress management, teambuilding and communication, Snowden has authored and co-authored 5 books, including Fired Up!, which has now sold over 63,000 copies. *Her newest book is Stress Express: 15 Instant Stress Relievers.*

Snowden received her BA from Vassar College and her Masters of Arts in Teaching from Brown University.

As co- founder of the non-profit group “Success for Women Entrepreneurs” in NH, Snowden's volunteer work led to national media attention. The Small Business Administration named her **National Women in Business Advocate of the Year** which led to a White House ceremony & Congressional luncheon in her honor.

Inc. Magazine later chose Snowden as finalist for “New England Entrepreneur of the Year.” She is featured in the spring 2011 issue of *Success Magazine*. Snowden has appeared on 300 radio shows, *CNN Financial News*, *The Home Shopping Network* and *Bloomberg Television*. Recently interviewed by *Investors Business Daily* and *Foxnews.com* as an expert on burnout, Snowden has been speaking for 20 years and has addressed several thousand professionals.

She was voted Small Business Leader of the Year by the Professional Womens Council and is a graduate of Leadership Jacksonville, Fl, Class of 2010.



# FIRED UP!™

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Snowden has been speaking for 20 years and has addressed several thousand professionals all over the U.S. You can find her at [www.firedupnow.com](http://www.firedupnow.com)

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