



EDUCATE ENCOURAGE EMPOWER

Melissa Wandall, M3 Motivational Concepts, Inc.

Motivational Speaker | Advocacy in Action Creates Greater Impact

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Professional Summary

Melissa Wandall is an influential speaker, advocate, and leader dedicated to inspiring individuals and organizations through her personal journey of resilience, advocacy, and empowerment. With a background in hospitality and entrepreneurship, Melissa transitioned into advocacy following personal tragedy and has since influenced legislation, road safety initiatives, and financial education programs. She is a sought-after speaker who connects with audiences through authenticity and a message of transformation.

Professional Experience

Influential Speaker, Advocate, Consultant, & Moderator

President, Owner | M3 Motivational Concepts, Inc.

March 2008 – Present

- Delivers keynote speeches to financial professionals on the importance of life insurance and financial security.
- Shares personal experiences to inspire advisors to educate and support clients.
- Engages audiences nationwide with a message of resilience and renewal.
- Created "The Universal Approach to the 5 Stages of Advocacy" to empower individuals and organizations.
- Provides guidance on transforming challenges into impactful action.
- Engages in legislative advocacy for road safety and public policy changes.

President | National Coalition for Safer Roads (NCSR)

January 2013 – Present

- Advocates for safer roadways through policy and technology solutions.
- Works with legislators and communities to implement automated traffic enforcement.
- Leads national campaigns to improve driver behavior and pedestrian safety.
- Instrumental in the passage of Florida legislation 316.0083, improving road safety policies.
- Played a key role in policy and legislative efforts to enhance traffic safety and enforcement.

Founder & President | The Mark Wandall Foundation

January 2004 – Present

- Established a nonprofit organization dedicated to supporting grieving children who have experienced the death of a parent, sibling, or guardian.
- Developed an annual 3-day bereavement camp in partnership with Comfort Zone Camp.

- Offers monthly Equine Assisted Learning program and Annual Scholarship Award Program for youth attending secondary education (including trade school).
- Offers Quarterly Programming to reconnect youth in safe spaces to strengthen friendships and build new bonds.

Coalition Member | Alert Today Florida

April 2015 – Present

- Contributes to Florida's Pedestrian and Bicycle Safety Initiative.
- Collaborates with state and local organizations to enhance safety measures.
- Promotes educational campaigns for pedestrian and cyclist awareness.

Advisory Board Member | Our Driving Concern

August 2026 - Present

- Advises and supports an employer transportation safety program delivered by the National Safety Council in cooperation with the Florida Department of Transportation.
- Contributes expertise and guidance to initiatives that educate employers, promote safer driving behaviors, prevent crashes, and reduce traffic-related injuries, fatalities, and costs.

Entrepreneur | Private Jet Catering Business

1997 – 2001

- Founded and operated a high-end catering business for private jets.
- Served high-profile clients, including U.S. presidents, professional sports teams, and celebrities.
- Trained chefs in presentation and food styling, utilizing skills from the Food Network.

Co-Founder | Melgrow, Inc.

2001 – 2003

- Developed a strategic business focused on partnering with limited-service hotels to enhance group sales and occupancy.
- Provided tailored marketing and sales solutions to maximize hotel revenue.

Hospitality Industry Professional

1994 – 1997

- Director of Sales for various hotels under a management company.
- Led sales initiatives, client relations, and business development strategies.

Restaurant Catering Manager | Hotel with 5-Star Sunday Brunch

1991 – 1994

- Managed high-end restaurant and banquet operations.
- Oversaw event planning and catering services, ensuring top-tier guest experiences.

Education

- **Associate's Degree in Tourism and Marketing**
 - **Bachelor's Degree in Tourism, Planning, and Development**
 - **Concord College, Athens, WV**
 - **State University of New York at Cobleskill**
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Honors & Awards

- 2024 GHSA – Governors Highway Safety Association – Peter K. O'Rourke Special Achievements Award
 - 2023 Guardian of Life Award
 - 2022 The Mark Wandall Foundation, Finalist, Manatee Chamber's non-profit category, 42nd Annual Small Business of the Year Award
 - 2021 Vision Zero Hero (Gulf Coast Safe Streets Summit)
 - 2021 Space Coast Transportation Planning Organization
 - 2020 Community Partner Award
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Key Skills & Expertise

- Public Speaking & Motivational Coaching
 - Legislative Advocacy & Policy Development
 - Road Safety & Traffic Enforcement
 - Nonprofit Leadership & Fundraising
 - Entrepreneurship & Business Development
 - Financial Planning Education
 - Event Planning & Hospitality Management
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Speaking Engagements & Media Appearances

Melissa has spoken at numerous national and international conferences, industry events, and advocacy forums, addressing audiences of financial professionals, safety advocates, and community leaders. Her work has been featured in various media outlets, highlighting her impact on policy, safety, and resilience

Book Melissa for Your Event:

I am available for:

- ✓ Keynote Speaking
- ✓ Corporate Events
- ✓ Conferences & Summits
- ✓ Workshops & Training Sessions
- ✓ Virtual Events & Webinars

To book Melissa for your next event, please contact Marketing@MelissaWandall.com or visit melissawandalladvocate.com.

SOCIAL MEDIA & CONTACT

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