



## **MICHELLE DIEDRICH**



Michelle Diedrich serves as Chief Marketing Officer for Global Media Outreach (GMO). She is also founder of Total Package Marketing, a marketing communications consulting firm. In addition to her work with GMO, she has assisted other Christian non-profits and helped direct the PR efforts for Techvangelism '06, held in Silicon Valley.

With more than 15 years experience in the industry, Michelle is an expert working with technology and consumer companies to optimize their marketing efforts. Before beginning her time with GMO, she led the marketing efforts at a variety of enterprise software companies including Vitria, Logility/American Software and CAPS Logistics (subsidiary of Baan).

Her prior role as executive editor of Atlanta Computer Currents and Technology South Magazine has given Diedrich a broad understanding of communications and technology. She has directed major projects focusing on global marketing strategy, the use of technology and the Internet in marketing and communications and Internet evangelism programs.

Diedrich is an international speaker at technology, communications and ministry conferences and has authored articles on various technology and communications areas. She is married to Mark and has spent many great hours playing charades with Mark's daughters Jessica and Kristine and trying to train her beagle, Barney.