

Meredith Fineman

Entrepreneur, Writer, and Media Expert

Meredith Fineman is an entrepreneur, writer, and media expert, with a passion for elevating women's voices through brand building, public relations and comedy. Her humor and relatability have made her a popular voice for millennial audiences, which she uses to encourage positive self-promotion and entrepreneurship in publications ranging from *Harvard Business Review* to *Marie Claire*. Fineman is also the founder and CEO of Finepoint, a Washington DC-based leadership and communications company, and a master of the side-hustle. All of her projects, from events, to products to websites, showcase her ability to connect current trends with action.

As the CEO of Finepoint, Fineman blends classic public relations tactics with personal brand-building to help individuals at all levels of their career elevate their voice and expand their reach. A former digital strategist who worked on campaigns for some of the nation's biggest brands, including CBS and Bloomingdales, Fineman leverages an authoritative knowledge of the digital media landscape to hone her client's messaging, promote their brand, and drive positive career change.

Through Finepoint, Fineman also teaches women and girls how to brag, emphasizing the power of self-promotion to spur personal confidence and success. She has represented dozens of industry leaders from political, non-profit, business, lifestyle, communications, and technology backgrounds.

Fineman has honed her own voice through a decade long career as a freelance writer and public commentator on women in business, entrepreneurship and public relations. She appears frequently on television and speaks at conferences and universities, most recently at the United Nations GirlUp Leadership Summit alongside speakers like Michelle Obama, where she gave a series on branding. Fineman also spoke to 1500 women at the Philadelphia Women's Conference in 2015 and has given lectures at the University of Pennsylvania, George Washington University, Georgetown University, American University, and Stanford University. Her writing appears in *Harvard Business Review*, *Forbes*, *Fast Company*, *Entrepreneur*, *Marie Claire*, *The Washington Post* and more. She has been covered by *Elle*, *The New York Times*, *New York Magazine*, and more. Fineman is currently a columnist for *Inc.*

Fineman also has over ten years of event experience, having organized events in New York, Washington, DC, and Los Angeles. Her most recent event, Celebrating DC Women in Technology, was a viral party that stemmed from an advocacy campaign for better gender ratios in write-ups of powerful people in Washington, DC. Her partners included Google, WeWork, and Pandora, and the event received national coverage.

A comedian at heart, Fineman has founded several female-centric humor sites, including Fifty First (J)Dates, which won national acclaim and attention, and Girls Aren't Funny. She is also responsible for two viral landing pages: Am I a F*cking Feminist, which amassed over 28,000 Facebook likes, and OliviaPopeandAssociates.org, a satirical law firm based on Kerry Washington's powerful character on ABC's show Scandal.

Fineman is also a perennial entrepreneur. In addition to Finepoint, she is the co-founder of Hillary Scrunchies, a hair accessory company that went viral during the 2016 presidential election, and consign + co™, a vintage clothing consignment consultancy that emphasizes the need to reduce our carbon footprint and look good while doing it.

Fineman received a BA in communications & hispanic studies from the University of Pennsylvania, where she graduated Magna Cum Laude. She is a member of professional and networking organizations like The List and Summit Series. A 'lifer' of Sidwell Friends School, Meredith still calls Washington, DC home.

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