

Born in Canada, Serena Brock has made an indelible mark on Mecklenburg Country for more than 11 years, bringing her name and energy, vision and philanthropy to education, health care, business, the media and the arts.

Introduced to Charlotte through the recruitment efforts of North Carolina's Economic Development Division, Brock expanded her marketing/advertising agency, growing it to an impressive client list in less than two years. Notable companies and C-Level executives that Brock took under her wing included Paramount, Cato Corporation, Digital Recorders, Burlington Industries, Fountain Powerboats, Closure Medical and Triangle Pharmaceuticals.

Today, Brock's role is primarily that of a Venture Catalyst, one that considers new products, services and companies. With a strong personal connection to sports and sports marketing, Brock personally handles all sports related contracts including working in racing, hockey, golf and basketball areas. Brock, surprises many with her personal past history of racing endurance cars, dirt bikes, snowmobiles and motorcycle quarter mile drags! Perhaps this first hand experience is what truly honed her "don't quit" attitude, considering she was the only female at the time!

To support the strong sports marketing/fundraising division of Brock MacNeill, she has assembled a strong team of professionals who work collectively to raise dollars for teams in several professional sports areas. With strong analytical, problem-solving and negotiating skills, Brock has earned a reputation as a dedicated leader who has the ability to build confidence and develop partnerships with others. She has spent many years teaching and presenting and is recognized today as a dynamic speaker having made presentations on a variety of topics including marketing, business strategies, healthcare and crisis planning. Her articles have been published in numerous on-line and print publications. Overall, she is an accomplished corporate strategist and marketer and her vision and expertise in business performance have driven notable growth for her own companies, as well as for her clients.

Some of Brock's personal list of companies include Brock MacNeill, her marketing/advertising agency that is known for being "Not Your Ordinary Chicks". The entire team is made up of a diverse group of women. Avenue HomeCare which provides in-home skilled nursing care predominately for medically fragile children, quadriplegics and seniors in 13 counties in NC. In 2010, Avenue HomeCare is positioned for expansion throughout the country starting with Texas, Wisconsin, Arizona and Virginia to provide in home injections and chemotherapy, as well as to facilitate the in-home care for Veterans under the Aid and Attendance special benefit pension.

Brock has a new partnership with TV Celebrity Dr. Gadget, (aka Dave Dettman), who is best known for his "everybody gets one" coined phrase as he has given away millions of dollars of consumer products on The View with Barbara Walters and EXTRA! with Mario Lopez. Brock and Gadget will release the ultimate online shopping experience at www.thedrgmall.com this March, providing fans and other shoppers the opportunity to

shop for the approved Dr. Gadget endorsed products as well as the thousands of products showcased on the TV shows. In addition to this, Dr. Gadget's game show will launch on the Game Show Network this fall. Collectively, Gadget, Brock and Raptor Performance Motorsports will take this game show "trackside" in partnership with the ADRL (American Drag Racing League) beginning this race season March 19-20, at Houston Raceway Park.

Finally, but certainly not the last, Brock has entered into partnership late last year with Charlottean Ken Craven to launch VBizMail, an impressive video overlay email marketing system.

If this all doesn't seem enough, Brock is a "mompreneur" and despite her hectic schedule, commits her off time to her 8 year old daughter, Haley and 5 year old son, Hilton. She is proud of her accomplishments and the strong role model she provides for them in both business and community service. Her children are a big part of her giving back mission, too. She inspires them to build a foundation of strong ethics and values while always reminding not to ever take for granted the fortunate life they live.

She is an active member of the community and never turns down an opportunity to support those in need, even if it means coordinating a team to do so in her physical absence. Brock has been recognized for her outstanding contributions for the betterment of our communities and residents by many and has received numerous awards, appointments and nominations. Most recently, Movers and Shakers award and *The Link* Leading Lady honor. Having served on the North Carolina Guardian ad Litem Advocacy Foundation and The Stars Foundation, World Orphans Day Initiative, Brock is in the process of launching the Hope for One Campaign, an organization that will help place orphans in Mecklenburg County. In addition, she is involved with several other humanitarian initiatives that support children and those stricken by unfortunate events.

Brock serves on the NC Government Affairs Board for the NC Home and Hospice industry and is the former Chair for the Lupus Foundation, Piedmont Chapter. She assembles annual teams for the MS Walk and coordinates an annual Angel Tree raising money and gifts for over 250 local foster children. She is currently considering a board position with Seed Quest and Adventures On Wheels.

She credits her success to her open, communicative leadership style and enjoys helping people grow. She believes her success is due to her company's team effort and dedication, her commitment to the client's goals and objectives, product diversification in her company's offerings and stellar, reliable service. Brock fosters an environment where both employees and clients feel respected, energized and empowered. She has always tried to positively impact the professional lives of the women that work for her and feels that her success is the face of the hard work, dedication and commitment they give to her personally and professionally.

