PEGGY MCHALE
CONSULTANTS 2 GO

Peggy is the co-founder of Consultants 2 Go®, LLC (C2G), a Newark, NJ based consulting firm that provides marketing and analytic solutions to Fortune 500 companies in the Financial Services, Telecom, CPG, Healthcare and Insurance industries. C2G was recently recognized by Fortune Magazine/ICCC as one of the top 100 Inner City Companies in the US. In addition, C2G was also included on the Inc. 500/5000 list as one of the fastest growing companies in the US for the fourth time. Peggy is the co-author of *Black and White Strike Gold: Practical Nuggets to Grow Your Business*. She was a Vice President of Marketing at American Express, where she launched their Automatic Bill Payment Service that produced outstanding financial results. Prior to joining American Express, she was Director of Marketing at an Information Technology Services company, which was her first position after leaving AT&T. At AT&T, Peggy worked as a Marketing Director on both consumer and business international calling services. She launched a variety of new products and services and rolled out their Multi-Cultural Marketing Organization. She holds an MBA in Finance from St. John's University and a BA from the College of Mount St. Vincent. Peggy currently serves on NJIT's Undergraduate Research and Innovation Board and The Women's Center for Entrepreneurship (WCEC). Peggy served on the State Board of the New Jersey Association of Women Business Owners as their Vice President of Marketing and Nominations Chair. She is also a member of the Women Presidents' Organization, New Jersey Technology Council (NJTC) and the Marketing Executives Network Group (MENG).