**Rotary Club of Dunwoody**

**Weekly Bulletin Brief**

**November 18, 2016**

**Westin Concourse**

**Peachtree Dunwoody & 1-285**

**This Week’s Speaker: Sally Mundell**



Sally Mundell is an innovator, a creator, and an e-commerce and direct marketing strategist. She has over 17 years’ experience leading teams, driving strategy and building programs for companies such as Spanx, Home Depot, Delta, Georgia-Pacific and Coca-Cola. Sally spent almost 8 years at Spanx building their catalog, e-commerce and digital marketing businesses from the ground up, playing a key role in their dramatic growth.  
  
Sally’s awards and recognition include Top 40 Under 40 by Direct Marketing Association, Internal Spanx Awards, articles in AJC, AJT and coverage on 11Alive and Channel 2.   
  
Sally has also given back to the community through her innovative charitable concept The Packaged Good, a 501(c)3 non-profit that is the first ever storefront created to teach children the joy of giving. Sally is the Founder and President of the Board, and frequently packs care packages for her community with her two daughters Ruby (8yr) and Matilda (6yr).

**Speaker Calendar for November 2016**

November 18 - Sally Mundell, The Packaged Good

November 25 - No Meeting, Thanksgiving