

FOR IMMEDIATE RELEASE



EMBASSY GLOBAL

Contact:

Embassy Global, LLC

Tel: +1-716-646-0927

inquiries@embassyglobalpr.com

New York State Small Business Owner Molly Bakewell Chamberlin Appointed to Washington, D.C.-Based NSBA Leadership and Technology Councils

Renowned 20+-Year Global Female Entrepreneur and STEM Industry Expert Brings Focused Insights to Nation's Oldest Small Business Advocacy Organization

December 10, 2020 - Buffalo, New York, USA – The Buffalo, New York area-based Embassy Global, LLC (www.embassyglobalpr.com), a 100% woman-owned New York State small business and a worldwide strategic technical marketing, PR, business development and management consulting firm for the business-to-business high-tech manufacturing, engineering, science, and related communities, today announced that its company founder and president, Ms. Maureen K. “Molly” Bakewell Chamberlin (Molly Bakewell Chamberlin), was recently chosen, from among a select group of U.S. small business leaders, to represent the nation’s interests, pro bono, as a delegate to the National Small Business Association’s (NSBA) Leadership and Technology Councils.

Based in Washington, D.C., the NSBA is the nation’s oldest small business advocacy organization, operating on a staunchly non-partisan basis. The NSBA Leadership Council provides valuable networking opportunities among other invited small business advocates from across the country. It does so, while further ensuring that small business owners like Ms. Bakewell Chamberlin have a vital seat at the table, including as Congress and regulators take up key small business proposals. In addition, the NSBA Technology Council advocates for an improved overall economic climate for U.S. technology-related small businesses, in areas such as U.S. SBIR and STTR grant program funding; enhanced IP protections and data privacy rights; cyber-security compliance; and government contracting opportunities, among others. Each NSBA Council delegate helps to raise grassroots awareness of critical small business concerns impacting themselves and their communities before policymakers in Washington, D.C., as well as before state and local government officials.

-more-

U.S. small businesses play an essential role in the economy. As detailed in an October 2020 report published by the U.S. Small Business Administration (SBA) Office of Advocacy, U.S. small businesses are defined as any independent business that is comprised of fewer than 500 employees. According to that same report, there are approximately 31.7 million small businesses currently operating in the U.S., further comprising an estimated 99.9% of all firms. From 2000 to 2019, U.S. small businesses created an estimated 10.5 million, or 65.1%, of all net new jobs, while large firms were responsible for 5.6 million net new jobs in the same timeframe.

“I am proud to have named Molly Bakewell Chamberlin to both our Leadership and Technology Councils,” stated NSBA President and CEO, Todd McCracken. “She came to us highly recommended, and I look forward our coordinated efforts for years to come.”

Ms. Bakewell Chamberlin is a globally renowned expert of more than 20 years in business-to-business (B2B) strategic technical marketing, PR, and business development. Her work is focused exclusively within engineering, high-tech manufacturing, and related science and technology disciplines. She founded Embassy Global, LLC, in 2008 as a 100% woman-owned, fully virtual small business and boutique consultancy. The firm’s goal is to provide small-to-medium sized high-tech manufacturers and related service providers with cost-effective, “big box” industry talent, services, expedited growth, and tangible results. In addition, Embassy Global is specifically known among its Clients and within the industries it serves for its capabilities to derive more rapid, significant, and measurable return-on-investment for Client objectives, as well as for its demonstrated 20+ years of actual subject matter expertise in the products, markets, applications, and end customers of its Clients.

Now in its twelfth year, Embassy Global has faithfully served more than 200 of the world’s leading B2B high-tech manufacturers and service providers. In addition, the firm’s unique applications of its own industry recognized methods and experience have measurably resulted in thousands of qualified new leads and sales for its Clients.

As the president and principal consultant of Embassy Global, a role in which she has served since the firm’s founding, Ms. Bakewell Chamberlin oversees all daily operations, client service strategy development, and associated implementations. Prior to founding Embassy Global, she held a progressive series of in-house leadership roles at several multi-national high-tech manufacturers, with her work receiving international

-more-

acclaim. Today, Embassy Global proudly remains a 100% woman-owned New York State small business. It is also an approved supplier for UN Women, the United Nations entity working for the empowerment of women worldwide.

Industry appreciation for both Embassy Global and Ms. Bakewell Chamberlin's expertise can be further demonstrated beyond the mere ROI that the firm achieves for its clients. For example, over three consecutive years, from 2018 to 2020, the firm was named a finalist in the United Kingdom's annual Electronics Industry Awards. This recognition came from the high number of peer nominations earned in three unique categories: Most Outstanding PR Agency, Academic Supporter, and Industry Personality of the Year. These recognitions also made Embassy Global the sole American small business, and only New York State business of any size, recognized with such distinctions, according to the awards program organizers.

In addition, in 2019, Ms. Bakewell Chamberlin was personally recognized as one of the world's, "Top 50 People in Sensors Technology" by Sensors Online, a prominent industry trade publication. Her article work has also been widely published within the many niche industries served by her firm, including in more than a dozen countries. She is a graduate of Canisius College in Buffalo, New York, and was also recently accepted into the Harvard Business Analytics Program.

Notes Ms. Bakewell Chamberlin, "I'm grateful to the NSBA for this amazing opportunity. From my time as the founder and owner of Embassy Global, including with my own small business clients, I see first-hand, daily, the clear importance of advocacy when it comes to matters of law, regulation, technology, and equality. By serving on both the NSBA Leadership and Technology Councils, I hope to speak from my own experiences as a U.S. small business owner to assist others in a more public forum. In doing so, it is my goal to help raise awareness of the critical issues affecting both U.S. and New York State small businesses, while of course, helping to take our collective small-business message to the people who need to hear it most: our Members of Congress, House of Representatives, and state and local government officials."

To learn more about Ms. Bakewell Chamberlin, please visit her LinkedIn profile:

<https://www.linkedin.com/in/mollychamberlin/> To learn more about Embassy Global, visit

www.embassyglobalpr.com. For more information on the NSBA Leadership Council, please visit www.nsba.biz.

-###-