

## Jadi Communications' Denise Roberson Keeps Her Finger on the Pulse of Emerging Markets

Written by Australian Business

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LAGUNA BEACH, CA, May 12, 2014 /**24-7PressRelease**/ -- Denise Roberson, President, Chief Executive Officer & Co-Founder of Jadi Communications, was recently named a VIP member of Worldwide Branding. This special distinction honors individuals who have shown exceptional commitment to achieving personal and professional success.

Ms. Roberson has 21 years of professional experience, with 16 years as the president, CEO and co-founder of Jadi Communications. Over the years, she has established herself as an expert in advertising and marketing services, as well as strategic services for high-end clients in many industries. In the course of her duties, she is responsible for leading and overseeing all financial aspects of the company, as well as interacting with clients and the board and developing global strategy. She is a strong strategist and extremely creative, and they are synergistic to one another in her company. Her team is passionate like her and driven to produce the best product.

Looking back, Ms. Roberson attributes her success to coming from a long line of entrepreneurs and knowing the hard work, integrity and dedication that is required to make a business successful, combined with a never-ending quest for learning and growth. She became involved in her profession through her background in communication. In college, she took a communication course and fell in love with the field after learning how powerful it can be to connect with people on all levels. The highlight of her career was winning an account with National Geographic after competing against some of the largest international agencies in the world. From there, she continued on to launch the most successful children's property in National Geographic history. This property positively combines learning and entertainment to create a product that is both fun and educational.

Ms. Roberson is pursuing an MBA and Ph.D. at Pepperdine University, having received an MDE from the Harold and Pauline Price Center for Entrepreneurial Studies at the Anderson School of Management at UCLA. She has also earned a bachelor's degree in business administration and global communications, with a concentration in public relations and advertising from Chapman University and the University of Southern California. She is a member of WITI, MMAP, and the Certified WBE Organization. To give back to her community, she serves on the board of directors for the Mural Music & Arts Project and Skull Base Foundation, and she contributes to Pink Ribbon Club Foundation and the Hope of the Valley Homeless Shelter. In years to come, Ms. Roberson hopes to expand her agency and donate more to the foundations that she supports.

Jadi Communications is an advertising, marketing and digital firm that provides advertising and marketing services, as well as strategic services for high-end clients in many industries, but primarily in health care and technology. For more information about Jadi Communications, visit [www.jadicom.com](http://www.jadicom.com)

About Worldwide Branding For over 15 years, Worldwide Branding has been the leading, one-stop-shop, personal branding company, both in the United States and abroad. From writing professional biographies and press releases, to creating and driving traffic to personal websites, our team of branding experts tailor each product specifically for our clients needs. We are dedicated to empowering our 600,000 clients with effective branding tools to help them achieve success. From healthcare to finance to education and law, our constituents represent every major industry and occupation, at all career levels.

An international company, we provide our members with access to members in over 52 countries including, the United States, Canada, Australia, the United Kingdom, France, The Netherlands, Germany, Ireland, Spain, Switzerland, South Africa, Belgium, Mexico, Italy, Brazil, Sweden and The United Arab Emirates, just to name a few.

We presently have two offices, but we are headquartered on Long Island. Our team comprises more than 100 staff members and spans 10 key departments.

For more information, please visit <http://www.worldwidebranding.com> .

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