

Rochelle Balch
Professional Speaker, Author, Consultant



Background

For over 30 years, Rochelle has held both technical and computer management positions. In February 1993, Rochelle founded a computer consulting firm providing Programming, PC Office Support and Web Development.

First year sales were \$85,000; annual sales now average \$1.5 million. Rochelle has received numerous awards including the Ernst & Young Entrepreneur of the Year, the National Small Office Home Office (SOHO) Winner by Entrepreneur Magazine and Office Depot, Regional Working Woman Magazine award, and Arizona Business Owner of the Year. She has been named to many "Top 10, 25 and 100" lists in Arizona.

With accumulated sales over \$20 million, Rochelle speaks with audiences of all levels on technology, self-promotion, and marketing and publicity. With her high energy style, audiences not only enjoy her presentations but come away with real life information that can be implemented right away.

In addition to being a business owner and professional speaker, Rochelle is an avid community volunteer. As head of the Sheriff's Youth Education Posse, Rochelle developed a Work Skills program for incarcerated youth; as a volunteer, she has taught 100's of incarcerated teens within several county jails. She has been a Junior Achievement volunteer for high risk youth since 1994 and was awarded the YWCA Tribute to Women award.

Rochelle has taken the mystery out of technology for audiences worldwide and has provided keynotes, seminars and workshops for 1,000's in areas of technology (for non-technical and technical audiences) personal development and marketing. She has inspired and helped 1000's to feel good about self-promotion and "bragging", encouraging and coaching entrepreneurs and corporate employees to be a little gutsy, get big results, and to advance their personal careers. Rochelle, known as the "Queen of Self-Promotion"™, has been on TV, radio and appeared in numerous print media (nationally and worldwide) and is author of books, CD's and videos.

Rochelle is a part-time faculty member and teaches small business and personal development college courses for business and technology majors. Rochelle's inspirational and motivational books [CEO & MOM](#) (success tips book about the difficulties of running a successful small business) and "[Brag Your Way To Success](#)" (a guidebook for self-promotion), have assisted 1,000's of small business owners and corporate employees to reach their personal potential.