

Marcia Glenda Rosen
www.creativebookconcepts.com
www.theseniorsleuths.com
MarciagRosen@gmail.com
516-650-3058

For over 25 years, owner and founder of a business/marketing agency and consulting firm in New York City, The Hampton's and New Mexico where the company served as advisors to a wide range of national, regional and local clientele including major pharmaceutical companies. The agency provided a special expertise to the healthcare industry including: hospitals, nursing homes, senior centers, medical facilities, non-profit healthcare organizations and literally dozens of healthcare providers. It was the second largest public relations firm in New Mexico when sold. The agency was built on Marcia's business experience as owner of two-day care centers for ten years in upstate New York.

Parallel to founding and running her agency, Marcia was also an active advocate and advisor for women's economic development and success. Along with Betty Friedan, she was honored by the City of New York in celebration of Women's Empowerment Day for "helping thousands of women advance their careers and succeed in starting their own companies." She was also honored as the East End Women's Network's 20th annual "Woman of the Year," and nominated for New York State "Women of Distinction Award. In New Mexico her agency received awards and accolades for the many volunteer services it provided.

She has served on numerous organization boards including, The New York Women's Agenda, Columbia Hospital Breast Cancer Initiative, American Cancer Society, Venture Fund for Women, The Westhampton Beach Performing Arts Center, PULSE (helping to prevent medical errors), Boardroom Bound Alliance and others over the past twenty years.

Communication/Speaking:

Marcia hosted her own television show on KOAT-TV, in Albuquerque, NM, "Single Issue," and "This Is Marcia" radio show. A New York City bank sponsored her idea for a radio show "A Woman's Success." She has been a frequent guest speaker and published articles on topics such as "*Innovative Marketing in a Tough Economy*," "*Strategies for Your Success*," "*Encouraging the Writer Within You*," "*Value of Networking*," "*Published...Now What?*" "*Writing Mysteries...Not A Mystery*," "*Memoir-Life Writing*," "*Writing From Your Soul*," and "*The Gangster's Daughter*."

In her book, *The Woman's Business Therapist*, she identified common Roadblocks and Mindblocks™ to success and offered solutions, earning her the reputation as the Women's Business Therapist. An association executive called her "motivating and inspiring, outstanding with great insights and information, and a wonderful keynote speaker." In 2010,

she was selected as one of five people to write and present “The Fifteen-Minute Play” for Guild Hall, a well regarded cultural institution in East Hampton.

She has been interviewed by *The New York Times*, *The Los Angeles Times*, *Chicago Tribune*, and *The Wall Street Journal*, as well other national, local and professional publications. Her articles have been published in several newspapers, professional magazines, organization newsletters and blogs

For Writers:

Rosen has been an advisor and consultant to many authors and potential authors for nearly twenty years who appreciate her ability to inspire and encourage while providing very practical information regarding the publishing world. Her website (www.creativebookconcepts) lists some of those authors. She developed a workbook “My Memoir Workbook,” to help those who want to write their memoir and has given writing workshops and classes at Senior Centers, Community Centers, Libraries, Business and Professional Organizations and University Continuing Education Programs.

“Marcia, All the comments on your workshop have been positive, those who attended truly loved it, thank you for your generosity and time,” Pamela Giacoia, Executive Director, Southampton Senior Centers.

“Dear Marcia, Many, many thanks for a wonderful writing class,” Love Memoir Writers

Marketing:

Marketing plans were developed and implemented for many of the agency clients. We included long-term goals, short-term objectives, identified target markets, created strategies for reaching those markets and within budgets determined by the client. Each plan included their personal vision so the specific plan could be designed to increase recognition, enhance their image and help build a branding message. Plans were developed for large companies, smaller businesses, self-employed entrepreneurs and consulting clients, including authors.

There are numerous options for authors to publish their books, but wonder, "What do I do now?" From Traditional Publishing, Self-Publishing, Hybrid Publishing, University Presses to E-books it's important to know how, if at all, they will they participate in your marketing efforts. No matter who the publisher is the author also needs to market their book. “YOU need to promote it, tell your story and create a buzz about it.”

Publishing:

Marcia Rosen (aka M.Glenda Rosen) is author of ten books including, *The Senior Sleuths and Dying To Be Beautiful Mystery Series and The Gourmet Gangster, Mysteries and Menus* (with her son Jory Rosen), published by Level Best Books. Marcia is also author of *The Woman's Business Therapist* and award winning *My Memoir Workbook*.

She has published related articles for mystery blogs and magazines. Her books were featured twice in "Mystery Scene Magazine," and is a member of Sisters In Crime Los Angeles and Albuquerque, Central Coast Writer's, Public Safety Writer's Association and Rocky Mountain Fiction Writers.

Through her agency she arranged presentations, books signings and publicity for a 12-month book tour for *The Woman's Business Therapist*, speaking at local, state and national organizations meetings and conferences and has implemented timely marketing efforts for her mystery books and author clients.

Books by M. Glenda Rosen (aka Marcia Rosen)

The Gourmet Gangster, Mysteries and Menus by The Family
The Senior Sleuths Mysteries: Dead In Seat 4-A
The Senior Sleuths Mysteries: Dead In Bed
The Senior Sleuths Mysteries: Dead In THAT Beach House
(2020)
The Senior Sleuths Mysteries: Dead In A Storm (2021)

Dying To Be Beautiful: Without A Head
Dying To Be Beautiful: Fashion Queen
Dying To Be Beautiful: Fake Beauty
Dying To Be Beautiful: Fat Free

My Memoir Workbook

The Woman's Business Therapist: Eliminate the MindBlocks & RoadBlocks to Success

And...

Co-authored a series of "Do-It-Write Booklets" sponsored by New York City bank and materials on "How to Market Your Practice" for a national pharmaceutical company. Executive Editor of Single Scene Magazine (while married).

Marcia lives in Carmel, California and has author clients in New York City, Atlanta, Albuquerque, Long Island, the Hamptons and Vancouver.