



Genesis A. Emery-Foley

Founder & Chief Marketing Officer of
The Blueprint Haus Agency

*"The startup space is a
much better place with
Genesis in it!"*

-Patrick Monnik, Loyola University Chicago

Genesis A. Emery is an award-winning Chief Marketing Officer, published entrepreneur, national speaker, frequent Guest Lecturer for top-ranked business schools, and celebrated global philanthropist. She is the Founder and Chief Marketing Officer at The BluePrint Haus Agency – a leading integrated digital marketing agency fronted by the industry's most innovative brand engineers and results-driven accelerators. Genesis also currently serves on Loyola University Chicago's Black Alumni Board as the VP of Communications.

With over 15 years of entrepreneurship, digital marketing, corporate brand communications, and public relations experience, Genesis expertly cultivates and nurtures stakeholder relationships, develops multi-channel digital marketing campaigns to generate awareness and brand reach, and creates holistic marketing communications strategies to optimize growth, brand positioning, and in-market performance for growing startups ready to scale and forge meaningful change.

Her recognized talents and impactful business leadership has led to national media attention on platforms such as ABC, FOX, NBC, CBS, Right This Minute, and many more! In addition, Genesis has been highlighted as a speaker, panelist, and guest lecturer for many of the largest global corporations including IBM and LinkedIn; prestigious academic institutions including Loyola University Chicago, University of California, Berkeley, Roosevelt University, and Morehouse College; and industry conferences including The Chicago's Women's Leadership Summit, MommyCon, Brave N' Broken, The Mamas Making Money Conference, The Success Junkie Summit, and others.