

Bio - Sophie L. Gibson



Sophie L. Gibson is a respected thought leader, advocate, and pioneer in the world of Advertising, being the first woman, and the first woman of color, to ever launch a Digital Marketing Agency -VIVO360, Inc. (VIVO) in 2001. In her role as founder and lead client strategist, Sophie oversees all digital, marketing, publicity, and communications strategies for VIVO's clients including media, creative, social, digital and publicity. Sophie is in an exclusive club of only 1/3rd of 1% of advertising agencies that are owned by black women. Under her leadership VIVO has consistently delivered exceptional digital, marketing communications and technology solutions to some of the World's most influential brands and events, including the NAACP Image Awards, The National Football League (NFL), The Links, Incorporated, Voya Financial, Delta Air Lines, Spelman College, Morehouse School of Medicine, The City of Atlanta, and Hartsfield-Jackson Atlanta International Airport.

After emigrating from Jamaica, where she swam for the Queen's School in Kingston and the Jamaica national team. She attended college for one year in Jamaica then went to New York City with \$100 and a dream of being an entrepreneur to pay homage to her grandmother Retinella, who in 1928, before she was 18 years old, owned at least two retail stores in Jamaica and supported the entire family.

Once in New York City Sophie worked three jobs seven days a week to pay for tuition at the City University of New York at Lehman College. Sophie started her business career by launching a Swim Instructional Business (Swym Gym) at the Brooklyn College pool she rented. Shortly thereafter her husband was the victim of a senseless shooting on the day she turned 23 while he was on the job in Queens, leaving her pregnant and with a one year and four-month-old baby. Even with this tragedy Sophie managed to get her degree in three years and got a job in editorial production at New Woman Magazine, owned by News Corporation.

In 1995 Sophie moved to Atlanta, Georgia and after working in marketing for several companies in 2001 she fulfilled her vision of starting another entrepreneurial venture and launched VIVO360, Inc.

Sophie is a sought-after keynote speaker, speaking at the Omnicom Group and other marketing communications events and has been the recipient of numerous awards, including Entrepreneurial Awards, the Atlanta Business League's, Against the Odds and the Communicator Gold Awards of Excellence.

Sophie has managed a wide range of community related initiatives and programs. Today Sophie serves her community as a board member with Norcross Development Authority Board. She spearheaded "Show You Care" an organization she created that's dedicated to educating and building awareness about sexual, verbal, and emotional abuse.

Over the year's Sophie has been an active board member of several other organizations such as Fulton County Workforce Development, Reach Your Higher Self and Pet Partners. Pet Partners is an organization that helps volunteers improve human health and well-being in their

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communities by sharing their pets through therapy animal visits and Reach Your Higher Self a discussion group aimed at exploring and discussing some of the myriad of spiritual teachings and new thought principles so that we can better understand and incorporate them into everyday life. Sophie has also dived into local government by sitting on local community boards and running for the Norcross City Council.

A strong advocate of education which has always been very important to Sophie's family and as an immigrant single mother raising three children, Sophie was able to instill this within her three children. Her daughter Skye is currently a student at Georgia State University, her oldest son Egan, has a bachelor's degree from Central Queensland University, (CQU) in Australia and her youngest son Nage, has a bachelor's degree from Emerson College in Boston, Massachusetts.

Sophie is a graduate of the Goldman Sachs 10,000 Small Businesses from the Babson Graduate School of Business and she earned an Executive MBA from the J. Mack Robinson College of Business at Georgia State University, a Certificate in Building a High-Performing Business from The Tuck School of Business at Dartmouth College, and a Bachelor of Arts degree in History from City University of New York-Herbert H. Lehman College.