**Melissa Robinson**

With more than 25 years of experience in branding, consumer marketing, digital content and corporate communications, Melissa is VP of marketing and communications at Boingo Wireless. Melissa previously served executive leadership roles with global agencies and Fortune 500 brands including: EVP, consumer marketing and digital, Weber Shandwick Los Angeles; VP, consumer technology, Golin Los Angeles; and, SVP, global communications and public affairs, CKE Restaurants (Carl’s Jr. and Hardy’s brands). Melissa created award-winning work for major brands including General Motors, Chevrolet, PepsiCo, Verizon Wireless, Samsung, Activision, Nintendo, Amazon.com and others. Melissa began her career in Washington, D.C. where she served as a speech writer and manager of financial communications for MCI Communications. Melissa has led numerous leadership and creative workshops as well as executive training sessions for professional and educational groups. She received a BA in history and a teaching credential from UCLA and has served as an adjunct professor for USC Annenberg for the past 12 years.