

Tracie Davis joined the Indiana SBDC after a 25+ year career in marketing and communications leadership. She started her own strategic communications consultancy, Dream Big Communications, in 2014 and continues to work with clients from around the globe. Most recently she consulted on projects that included musician Stevie Wonder and fitness personality Kathy Smith. As an Indiana SBDC business advisor, she enjoys coaching clients to fluency in the language of strong business practices and how to develop stretch goals and the strategies to achieve them, leaning on John Doerr's "Measure What Matters." She does not use the Oxford comma.