

BROCK.MACNEILL

Not your ordinary chicks.



Serena L. Brock / Bio

Serena Brock has a lot on her plate. Not only is she CEO of Brock MacNeill Consulting/Marketing & Associates, a national marketing, business strategy and consulting firm headquartered in Charlotte, N.C., she's also president and co-owner of Avenue HomeCare, which offers services ranging from continuous care for the elderly to short-term assistance for post-operative patients and new moms. As if that weren't enough, she recently partnered with renowned physician Paul C. Drago, M.D., for the worldwide product launch of VitaShape MD™, an advanced, all-natural anti-aging product that takes health and beauty to a cellular level.

In addition to concurrently running three successful companies, Brock has more than 15 years' entrepreneurial experience directing and writing marketing campaigns, creating shareholder reports and conducting road shows. Nationally recognized as an authority in several diverse areas of business and advocacy, Brock helps clients define and achieve their growth objectives through innovative approaches to sales, public relations, marketing and business development.

A compelling and much sought-after speaker, Brock lends her expertise to such topics as sales training and motivation, recruiting and retention, business development and planning, brand definition and implementation, investor relations and strategic marketing. Most recently, she has found herself at the forefront of the healthcare and legal industry, especially as it relates to the aging population's urgent need for pro-active strategies and representation in regards to estate and healthcare planning.

Prior to launching her current ventures, Brock was instrumental in the startup of an international advertising/design firm. Ensuring its rapid growth by securing several notable corporate clients, Brock directed all of the agency's U.S. operations. Thanks to her substantial know-how both as a business owner and in representing them, Brock is able to apply her unique insights and acumen to offer clients action-oriented game plans that bring measurable results. "We work directly with company executives to define their goals, devise a strategy, refine the brand, create the message, implement the plan and measure the results," she says. "Without proper planning, execution and implementation, there's no sense allocating funds to a marketing budget."

Brock's business drive is complemented by her passionate advocacy for children, the developmentally challenged and seniors. She serves on the board of directors for North Carolina's Guardian Ad Litem program, Global Click, a global event supporting World Orphan's Day, is former board chair of the Lupus Foundation Piedmont Chapter, and has served as Walk Team Captain for the Lupus Foundation, the Alzheimer's Association and the Multiple Sclerosis Society. Ask Serena Brock to describe herself, and she'll tell you she's "a Canadian girl with Southern Charm," but even with her impressive list of accomplishments, Brock says the formula for true achievement is simple: "I am successful for a lot of reasons, most of which begin with my sincere interest in helping people and my ability to earn their trust. Yes, I said, "earn." Trust is like respect, it doesn't come automatically; you have to earn it by being openly honest and transparent in all of your business dealings. I am very blessed to have the loyalty and trust of the many individuals that have been by my side for many years."