

# Own it VENTURES

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**Melissa Gasnick-Cloeter** is a Co-founder of Own It Ventures and Entrepreneur Exposé. Ms. Cloeter's career journey combines Sales, Marketing and Business Development positions for Kellogg's, M&M/MARS, a family business, and a professional woman's publication. In 2007, Ms. Cloeter launched her own entrepreneurial path by creating WINC: The Women's Initiative Network & Connection, LLC. WINC's focus was on Workforce Diversity, specifically, helping women attaining key management positions within companies. She created programs, trained and educated management and women on the importance of Women's Initiatives and the profitability factor associated from having a Diverse Workforce.

In 2010, Ms. Cloeter was named as one of the Best 50 Women in Business in New Jersey. She is a frequent speaker for organizations and events including the 2010 Governor's Conference for Women, The Women of AT&T, The Women's Fund of New Jersey, Jersey Battered Women's Shelter, and the United Way- Women's Leadership Counsel of Somerset County. She has served on numerous Board of Directors, is a graduate of the University of Nebraska at Omaha and currently resides in Hackettstown, New Jersey. The mother of two boys, a college football fan, (or fanatic) and an avid golfer encapsulates Ms. Gasnick-Cloeter.