

LAVONIA NELSON

■ **Serial Entrepreneur** ■ **Effective Organizer** ■ **Author** ■ **Executive Director**

These are a few of the most salient positions that Lavonia Nelson fulfills while maintaining her most important role as a loving mother and wife. Her remarkable professional accomplishments have the priceless trademarks of independence, initiative, and a zealous drive toward goal achievement. Lavonia is a consummate self-starter with an entrepreneurial scope that spans real estate, sales, and authorship. Her current goal is to develop proprietary programs and forge partnerships to expand the reach of her rapidly growing non-profit organization, Tiny Babies Foundation.



Professional Experience

§ 2000 – 2009. **Mortgage & Real Estate**

Branch Management and Senior Mortgage Consultancy positions that required extensive training and sales development of 10 – 20 staff personnel. Managed promotional and marketing incentives to engage communities within close proximity of branch offices. Collaborated with senior managers to develop strategic business plans to ensure accomplishment of financial goals and market penetration. Throughout career, maintained an average sales pipeline of \$2.5MM monthly. Experience includes such notable mortgage firms as Countrywide, GMAC, and First Capital Mortgage.

§ 2008 – **Author of “Growing with Jovani”**

Lavonia’s daughter, Jovani, was the inspiration for writing this creative children’s book which vividly tells the story of mother and daughter preparing for the birth of Jerome, the families new addition. One day during their regular reading sessions at a local book store, Jovani pointed to a book and suggested that “we can do one of those”. Realizing that her daughter was a natural recipient of an entrepreneurial trait, Lavonia supported Jovani’s desire and they collectively penned this engaging story. The book highlights the anticipation, joy and lessons learned by a toddler that now relishes in the soon to be role of “big sister”. Growing with Jovani was published in 2008 by Trafford Publishing and is available for purchase today.

§ 2009 – Present. **Tiny Babies Foundation, Founder & Executive Director**

In addition to being well versed in the significant benefits of breastmilk, Lavonia is also keenly aware of the alarming statistics regarding women who have not been educated about this phenomenal “natural resource”. She founded Tiny Babies Foundation to bring breastmilk education and awareness to women that are pregnant, nursing, or planning to become pregnant. In order to ensure that information is accurate and pervasive, she has developed active partnerships with the Center for Disease Control, State of Georgia’s Department of Health, Safe Kids, Healthy Mothers Healthy Babies, and a host of others. Her *Miracles of Breastmilk* seminar is presented monthly in Atlanta, with current plans for expanding into a statewide program by mid 2011.

Volunteerism: Make a Wish Foundation

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