

Biography

Yolanda L. Whidbee is a social entrepreneur, motivational speaker, life transformation strategist, and certified image consultant. She founded Defining YOU Image Management Services (www.defininguimagemanagement.com) and P.H.I.E.R.C.E. (Phenomenal Intelligent Educated Resilient Courageous Exquisite) Movement for women and girls. Ms. Whidbee specializes in image management, personal branding, professional development and personal enhancement for those seeking to achieve optimal success. Her personal mission is to empower others to reach exaltation in every area of their lives.

With over 20 years 'experience in the fashion, modeling, print journalism and communications industries respectively, she has been featured in The Courier Post Newspaper, The Cosmetic Toiletry and Fragrance Association of Washington, DC National Publication, The Philadelphia Daily News, Black Hair Magazine, The Ten Show, Fox 29 Make Over Segment and heard live on Power 99 FM and WURD 900 radio station.

Ms. Whidbee's professional career has afforded her the opportunity to work in both Corporate America and the Non-profit sector in leadership roles. As a result, she has learned to become a transformational style leader. Ms. Whidbee's professional career has afforded her the opportunity to work in both Corporate America and the Non-profit sector in leadership roles. Some of her many satisfied clientele include: PNC Bank, KRA Corporation, In His Image Ministries, Teen Shop, Camden County College, The Metropolitan Career Development Center, Philadelphia Workforce Development Center, Bryn Mawr College, National Association of Black Engineers- Drexel University Chapter, Rowan University- Champ/Gear Up and The Camden County Youth Detention Center.

She holds a Bachelor of Arts degree in Communications & Journalism. In 2017, she obtained a Master of Theological Studies degree from Palmer Theological Seminary. In conjunction with co-authoring the book, *Marginalized, Maligned and Miraculous Women in Scripture which launched February 1st, 2019*. Today, she continues her life mission of serving others for Christ locally and abroad.

Ms. Whidbee has received many awards and accolades from her peers and the community at large. She has been a member of several civic and professional organizations such as: The National Coalition of 100 Black Women- Pennsylvania Chapter, National Association of Female Executives and The Miss Black USA, New Jersey Executive Board. In summer 2011, she was chosen to become a member of the Community Leaders Initiative for The White House of the United States of America in Washington, DC.