



THE CHICAGO NETWORK

## Marsha McVicker

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Marsha McVicker, Founder/CEO of LYLA (formerly Errand Solutions)

A driven, innovative, and empathetic leader, CEO Marsha McVicker founded LYLA (then known as Errand Solutions) during her MBA program at the University of Wisconsin-Madison. At the heart of LYLA is the knowledge that humans need a "village"—and as a result, Marsha has spent over 20 years studying human needs and behaviors and using that insight to help businesses engage with their employees and increase satisfaction, retention, and ROI.

Marsha strongly believes in tapping into the resources of people across our communities, not just the big city centers. She has been featured on MSNBC, MSN Business on Main, NPR's "Future of Success" series, and has presented at Crain's Business Forum, the Women's Business Development Center, University of Chicago, UW-Madison, and the Kellogg School of Management at Northwestern University. She also received a second MBA from the Entrepreneurial Masters Program at MIT.

Personally, Marsha has spent 7 years as an advisor to the local team at FEJ, a Haitian foundation led and operated by Haitian community members that aims to build sustainable communities through micro-economic development, assistance for women business owners, and family resources.

Discover more about Marsha and LYLA here: [www.helpmelyla.com](http://www.helpmelyla.com)