



Marsha McVicker

Marsha McVicker is the founder and CEO of LYLA, formerly known as Errand Solutions. She received her bachelor's degree and MBA from the University of Wisconsin-Madison and it was during her MBA program that Errand Solutions was created. What started as a white paper for a scholarship requirement turned into a business idea, which went on to win a business plan competition and a spot in the Weinert Applied Ventures in Entrepreneurship (WAVE) program. Through WAVE, Marsha collected feedback from local Wisconsin business owners, raised money from individual investors (the first equity holder being the University of Wisconsin itself) and landed her first client, Kraft. To accelerate growth, Marsha completed the Entrepreneurial Masters Program at MIT, informally known as the "Birthing of Giants".

Marsha has been a guest lecturer on entrepreneurship, work/life balance, rewards and recognition and numerous other subjects at a variety of national and international conferences and academic settings, including Kellogg School of Management at Northwestern University, University of Chicago, University of Wisconsin-Madison, the Women's Business Development Center, and Crain's Business Forum and Springboard, the platform for the top female owned businesses in America. She has been featured on MSNBC and MSN Business on Main, and was interviewed by Robert Reich for National Public Radio's "Future of Success" series. Additionally, Marsha was inducted to the UIC Entrepreneur Hall of Fame, recognized as one of the fastest growing companies by Fortune 500/5000 and is a chair of FEJ – a Haitian Foundation run by Haitians to create sustainable communities.