



Michael Biety (Advisory Board Member): Michael Biety was the co-owner & principal of a successful advertising agency in Milwaukee, Wisconsin for 16 years before founding and being a principal in an ad agency in Tampa, Florida for another 16 years. The Tampa agency, PeakBiety, Inc., introduced the Nokia brand to the United States and Latin America over a 12-year period. Nokia is now ranked as the 6th most valuable brand in the world. The agency also brought highly favorable name recognition in its marketing area to the Moffitt Cancer Center over a 7 year period. Moffitt is currently ranked among the top 20 cancer centers by US News & World Report.