

DAWN W. DICKSON

Dawn W. Dickson is a serial entrepreneur and inventor with over 19 years of experience in marketing and business development. She launched four successful cash flow positive companies since 2002, her most recent ventures Flat Out of Heels (rollable flats for women to get relief from painful heels) and PopCom after identifying a need develop a software solution to make vending machines more intelligent.

Dawn has received numerous awards and accolades for her business savvy and pitching skills, and has been invited to speak on numerous panels and workshops and featured in countless media outlets including Forbes, Black Enterprise, Fortune, Fast Company, Venture Beat, Huffington Post, Essence Magazine, The Miami Herald, CNBC/Yahoo series 'The Biz Fix' with Marcus Lemonis, and MSNBC 'Your Biz' Elevator Pitch. Dawn has an expertise in raising traditional and non-traditional business capital. **In 2019, Dawn became the first female CEO globally to raise a secure token offering (STO) over \$1 million using equity crowdfunding under Reg CF the JOBS Act.**

A recognized leader in entrepreneurship and digital marketing, Dawn was featured on the cover of the June 2018 Black Enterprise Magazine, was honored as one of the National Urban League Young Professionals 'Heroes in the Movement', featured as INC Magazine Top 100 Female Founders, featured in Who's Who in Black Columbus, Who Who's in Black Atlanta, honored as one of Legacy Miami's Top 40 Under 40 Leaders in South Florida, and listed among the '50 Young Visionary Women Leaders to Watch' by Innov8tiv Magazine.

Dawn received her B.A. in Journalism from The Ohio State University and studied technology at DeVry University. Additionally, Dawn is the host of the BARS! Podcast on Apple and Spotify where she shares her key learning as an entrepreneur over a hip-hop soundtrack. Dawn is a seasoned professional speaker and continues to be recognized as one of the nation's top retail tech entrepreneurs.