

**Michelle Mace**  
Founder/Owner  
M3B Inc.

Michelle M. Mace is the founder/owner of M3B Inc., a boutique strategic marketing consultancy located in Phoenix, Arizona. Mace is a national consumer segmentation specialist and gifted facilitator. She is known for revealing intimate knowledge about core target audiences so that organizations can design products, services and programs that anticipate consumer needs and desires. She engages diverse audiences to vision and manifest great places, brands and experiences; some of her most significant work has been in human aging and development.

M3B's clients span real estate development, homebuilding, retail, healthcare and hospitality industries. Mace has made notable contributions in the active adult development industry and has been involved in the launch of the most famous active adult brands in the country.

An adjunct assistant professor at Cornell University and former adjunct professor in the ASU W.P. Carey School of Business M.B.A. program, Mace is a two-time ASU alumna with a master's degree. Her thesis work was on lifestyle satisfaction in retirement. She is also a graduate from the Center for Creative Leadership in Colorado and a member of the Urban Land Institute (ULI), for which she has spoken at conferences about urban mixed use projects and place making.

Prior to founding M3B in 1998, she was employed with Del Webb Corporation for nine years and was responsible for community start-up strategy. Prior to Del Webb, Mace was a senior associate with PricewaterhouseCoopers with a practice that focused on active adult communities.

For more than a decade, Mace has served on The Arizona Zoological Society Board and is a founding member of The ASU Foundation's Women and Philanthropy Program. She enjoys spending time with her two sons (ages 13 and 10). She is currently training for the NY Marathon and enjoys outdoor athletic endeavors.