

Written Testimony of Olivia Omega Wallace
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Chairman Crow and Ranking Member Balderson, my name is Olivia Omega Wallace, an entrepreneur and marketing consultant with 20 years of branding and advertising experience. I live in Aurora, Colorado and I'm the co-founder of Wallace Marketing Group. My husband and I started Wallace Marketing Group to help coach and train entrepreneurs and small businesses within the health and wellness industry to grow their companies through branding, online marketing and digital communications.

Over the past two decades I've seen the evolution of marketing happen before our eyes on the internet. The many barriers to entry started to diminish as technology increased, allowing individuals with no special advantages take an idea, quickly bring it to market, hire employees and scale with less upfront out-of-pocket costs and less risk. Our clients include a vegan chef and naturopathic doctor husband and wife team who want to bring easy healthy living to both their local and global online communities, and a counselor who offers art therapy to families in trauma. Online marketing tools allow them to reach their specific target audience from Aurora to Australia.

I started my first business making and selling stuffed animals when I was 13. At that time the internet and other online resources weren't available. It's incredible to look at young people today such as our daughter who is a sophomore in high school and has published three murder mystery novels for middle schoolers. She's pursuing her dreams early in life. This has been made possible by online publishing, payment and marketing platforms that we as entrepreneurs and small business owners use every single day. She is releasing her fourth book later this year thanks to the many digital resources at her fingertips.

Things like "post engagement", "community insights", "cost-per-click", "page views", "shared pins", "retweets", "channel subscribers", "page boosts" and "video views" are all household terms for us. Whether I'm searching for the perfect contractor on UpWork, teaching a workshop to 100 women entrepreneurs on how to leverage Facebook ads to grow their business or coaching a client one-on-one on the importance of consistent content to grow their YouTube channel, the ability to participate fully and make a living as a small business or entrepreneur would be impossible without these online business tools.

So I'm here today to advocate for all of those small businesses, all those independent artists, writers and creators, all entrepreneurs who are using the internet – and the free flow of data it offers – to bring their vision to the world. Privacy and security are critical to both our family and

our business, but achieving these ends must be done in a way that preserves the magic of commerce and community that's brought us to this point.

When I hear the phrase "It's not personal, it's business", I laugh to myself. Our family is helping our clients provide for their families leveraging online marketing and social media. So for us, it's always personal. Thank you.