



michelle taylor willis
"empowering people to empower people"

Michelle Taylor Willis is a name that resonates with excellence, entrepreneurship, and philanthropy. An award-winning media executive, author, acclaimed speaker, actress, master strategist, Michelle is the dynamic Founder and CEO of Gagnant Media, and the visionary Publisher of *SoFu Lifestyle Magazine*. Her reach spans what she calls the "Atlanta to DC Corridor," where she serves as a trusted thought partner to political and economic leaders across the globe.

A woman of influence and intention, Michelle has been lauded as one of the "Top 25 Most Powerful Women in Atlanta," "Top 25 Most Extraordinary Atlantans," and has made several "Top 100" lists. Her groundbreaking *SoFu Lifestyle* has been named "Publication of the Year" three times, and continues to receive accolades in local and national communities. Her book, *"Raising Significance: A Guide to Well-Rounded, Independent, and Confident Kids,"* was featured on the Tamron Hall Show, further cementing her voice as a beacon of wisdom in parenting and purpose.

Michelle is a proud member of Alpha Kappa Alpha Sorority, Inc., and creator of the trademarked term *SoFu*®, representing the eight vibrant cities of South Fulton County, Atlanta. Her advocacy in *SoFu*® earned her a wealth of honors: a City of South Fulton proclamation declaring Feb. 18, 2021 as "Michelle Taylor Willis Day," a proclamation from the Secretary of

State as an "Outstanding Georgia Citizen," and recognition from former Lt. Governor Geoff Duncan, who designated November 18, 2021, as Michelle Taylor Willis Day. Most recently, she was honored with a 2025 resolution from the House of Representatives.

In leadership, Michelle serves as Vice-Chair of the Atlanta-Fulton Library Foundation Board, VP Film and Entertainment on the South Fulton Chamber board, a director of the Aerotropolis Alliance Atlanta board, a director of the United Way Advisory Board, and a member of the DC Chamber's membership committee. Some of her past leadership includes, Secretary for the Morris Brown College Foundation Board, President of the United Way Advisory Board South Fulton, and President of Theatre du Reve.

In 2023 she was named "Emerging Star for Best Actress" by the Radio and Records Organization, a testament to her flourishing talent in film, tv, and theater.

An inspiring orator, Michelle has spoken or served as an expert panelist or facilitator for national organizations such as the National Urban League, Blacks in Tech, National Bar Association, Multiple Sclerosis Association of America, United Way, University of North Carolina, Georgia Military College, Zeta Phi Beta Sorority, Inc., and several others.