

Lori McDonald

President & CEO

Speaker Media Kit

About Lori

- » Founder, President and CEO of **Brilliance Business Solutions**. Brilliance is a web development firm that implements results-oriented digital commerce solutions for manufacturers and distributors. Brilliance has been in business since 1998 and has grown to a team of 20 in their Milwaukee office.
- » A consultant focused on **helping mid-market manufacturers and distributors leverage digital commerce** to grow their business.
- » Before Brilliance, Lori worked at **NASA-Johnson Space Center as a flight controller for the Space Shuttle Program**.
- » A **2017 Milwaukee Business Journal Woman of Influence**.
- » A regular contributor to **Practical Ecommerce, Digital Commerce 360**, and other industry resources on the topic of B2B digital commerce.



Presentations Titles

- » 6 Critical Digital Commerce Features for Distributors
- » 7 Steps to Building a Digital Team for Your B2B Business
- » 7 Strategies to Grow Your Manufacturing and Distribution Business with Digital Commerce
- » How to Grow with the Digital Commerce Giants: How We Believe Amazon Business and Grainger Have Created an Opportunity for You to Grow Revenue and Profits
- » 6 Questions to Ask When Comparing B2B Digital Commerce Platforms

Contact Information



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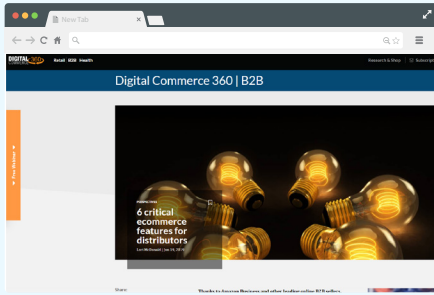


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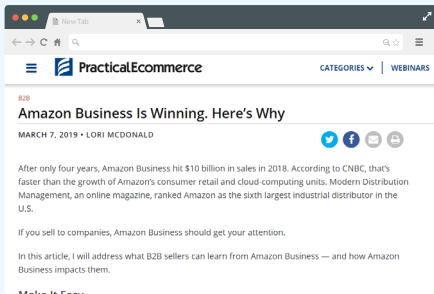


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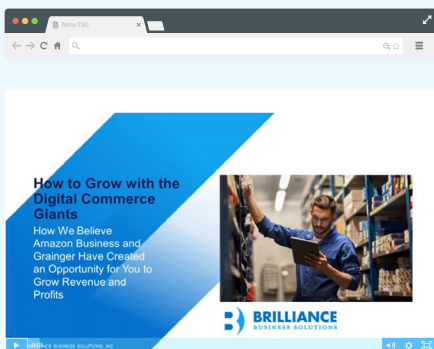
Content Samples & Press Coverage



Digital Commerce 360
6 Critical Ecommerce Features for Distributors
[Read article here.](#)



PracticalEcommerce
Amazon Business Is Winning. Here's Why
[Read article here.](#)



Webinar
How to Grow with the Digital Commerce Giants
[Webinar recording.](#)

Testimonials



Lori McDonald provides timely & useful insights regarding B2B ecommerce technology & business strategies in a way that connects nicely with her audience. For B2B Workshops at three consecutive annual IRCE conferences, she engaged hundreds of attendees with helpful reviews of B2B ecommerce websites and advice on how to improve them.

Paul Demery
Editor, Digital Commerce 360

Lori McDonald is a longtime, trusted contributor to Practical Ecommerce, a leading online magazine for ecommerce merchants. Her articles, which explain B2B ecommerce topics in a clear but expert manner, are always popular with our readers. Lori is highly skilled, easy to work with, and impeccably honest.

I recommend her strongly for any speaking or presentation engagement.

Kerry Murdock
Publisher & Editor, Practical Ecommerce

Lori's advice has helped our company to leverage digital commerce to grow our business. Her presentations are focused on actionable tips, many that can be used right away. I consider her a trusted advisor in my network.

John Harsh
COO & Executive Vice President, Gesswein



Past & Upcoming Speaking Clients



Manufacturing Matters!



Milwaukee Chapter

