

FOR IMMEDIATE RELEASE

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Local Business Owner Deborah Shapiro Named to NSBA Leadership Council

JACKSONVILLE, Fla. – Deborah Shapiro, [Principal Partner at Your Strategists](#), was recently named to the [National Small Business Association \(NSBA\) Leadership Council](#). NSBA is the nation's oldest small-business advocacy organization and operates on a nonpartisan basis. Shapiro, a long-time Jacksonville resident and recognized leader in the small-business community, joins the NSBA Leadership Council alongside other small-business advocates from across the country as they work to promote the interests of small business to policymakers in Washington, D.C.

“As a small-business owner, I’m regularly reminded of the importance of being involved and active when it comes to laws and regulation,” stated Shapiro. “Joining NSBA’s Leadership Council allows me to personally help the voice of all our local small-business owners get louder when it comes to policies that may affect them.”

Since building a solid foundation in marketing, merchandising and operations strategy for large global and national brands for almost two decades, Shapiro has honed her acumen for innovation and driving results in the small business arena for the past four years – both in providing marketing strategy for entrepreneurs and [recently launching a new platform](#) to help those in need of personal branding as they explore career transitions. Those experiences, coupled with her role as an Adjunct Professor of Marketing at The University of North Florida, have shaped her passion and dedication for advocacy for the small business community, and the individuals within the First Coast.

“At Your Strategists we believe in helping people and businesses reach their full potential, giving everyone a fair shot to be seen whether you are looking for new customers or a new job,” said Shapiro. “Everyone needs a platform – especially small-businesses,” she added.

With widespread job loss and sales reductions predicted across many industries, navigating the turbulent market dynamics brought on by the global impact of COVID-19 has made this role even more crucial than ever before.

The NSBA Leadership Council jointly tackles the many critical issues facing small business, including tax reform, regulatory restraint, health care costs and how the Affordable Care Act will impact small business. The NSBA Leadership Council is focused on providing valuable networking between small-business advocates from across the country while ensuring small business a seat at the table as Congress and regulators take up key small-business proposals.

“I am proud to have Deborah Shapiro as part of our Leadership Council,” stated NSBA President and CEO Todd McCracken. She came to us highly recommended and I look forward our coordinated efforts for years to come.”

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Please click here to learn more about [Deborah Shapiro](#).

For more on the NSBA Leadership Council, please visit www.nsba.biz

About Your Strategists

Your Strategists is a strategy firm + full-service agency fueled by a team of experts in digital marketing, branding and merchandising strategy. We create strategies, build web marketing funnels and work to help both brands and people be successful through pro(fessional)-personal branding. For more information, visit: <https://www.yourstrategists.com/>

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