

# Michelle Layton

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Michelle Layton earned her B.S. degree in Marketing Education from Wright State University in Ohio and her M.B.A. degree from the University of Phoenix, Henderson campus. Michelle launched her career in Ohio as a High School Marketing and DECA Teacher before relocating to Las Vegas in 2001.

In Las Vegas, Michelle continued her work in the fields of marketing and education in diverse capacities, including as Marketing and DECA teacher in the Academy of Finance at Clark High School, and Director of Education at Sylvan Learning Center. Michelle's dual experience in business and education was next utilized at the

Stratosphere Hotel and Casino and Arizona Charlie's properties as Training and Communications Manager, overseeing training, internal communications, and employee events. Her crowning achievement at the Stratosphere and Arizona Charlie's properties was developing, implementing, and managing the company's philanthropic outreach, entitled "Community Connection."

In 2006, Michelle was chosen as Community Affairs Director for CBS Television affiliate 8 News NOW. In 2008, KLAS created a new position for Michelle, entitled Community Promotions Director. In this expanded role, Michelle directed all community outreach and charitable giving for 8 News NOW.

Michelle has built relationships with small and large businesses, non-profit organizations, the Clark County School District, local museums, and other community stakeholders, and has served on several boards, including marketing boards for Three Square and United Way of Southern Nevada.

Michelle first learned of Las Vegas Downtown Achieves at the 2013 Symposium, and has served on the teacher-engagement board for the last year before accepting the Downtown Achieves Executive Administrator position in November 2014.