



LEXINGTON, MA AND SURROUNDING TOWNS

MENTOR BIOS

MELANIE ALEXANDER TANIONOS

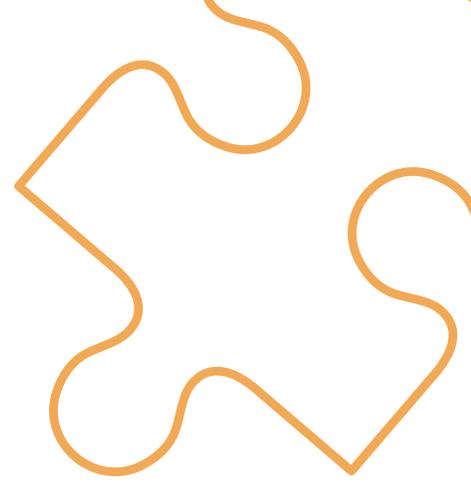
Professional: Melanie began her professional career in television news, then worked for a NYC advertising agency in commercial real estate, but eventually found her true passion marketing Caribbean hotels, resorts and destinations. She held progressively responsible positions for 30 years, leading to Vice President and eventually opening her own consulting business in 2003. She has been given a letter of recognition from the White House, asked to teach her profession at New York University and the New School for Social Research, invited to speak at roundtable discussions, seminars and webinars, invited to judge the prestigious hospitality awards, presented on the cover of a trade publication, and featured in a luxury lifestyle magazine. One of Melanie's greatest assets is to deliver results – from a small 30-unit Caribbean condo property that nearly tripled their business in a few years following a hurricane (Cayman Islands) to a large corporation (such as Travelocity) opening a new destination driving millions of tourism dollars to a small Caribbean island group with 40,000 residents in its first year (Turks & Caicos).

Community: As a committed Lexington resident, Melanie intentionally scaled back her client base in order to work actively in education and invest more in the community. She has served as a Girl Scout troop leader, on nearly 20 committees including Bridge Elementary School, St. Nicholas Greek Orthodox Church, advocating for initiatives in Prospect Hill and Loring Hill, a large annual Gala fundraiser at the Charles Hotel, and most recently as the Executive Director for the Lexington Chamber of Commerce. In these roles she received an award from the Commonwealth, raised funds for a neighborhood initiative within 60 days, secured a crosswalk in 10 months from initial request to breaking ground, and has worked with opposing community groups to moderate disputes, fostering collaboration to solve issues related to town development. Now, as businesses reopen following Covid-19 closures, she wants to offer what she learned, providing much needed support to business owners and managers.



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STEPHANIE GERBER WILSON

Professional: Stephanie began her career as a public relations exec in Silicon Valley, then moved to the Boston area to earn her PhD, while continuing to work in public relations. Academically, she focused on museums and representations of history. Her dissertation analyzed the stories a Jerusalem museum told, and what those stories revealed about its designers. After spending many years in Academia, she now creates websites in Wix for educational organizations, small businesses, nonprofits, and authors that reflect the brand and personality of the organizations (or people) they represent. She combines her clients' goals, their business, and their aesthetic with her graphic design, writing, and communication skills to create compelling, beautiful sites. She is able to bridge the gap between Academic and Marketing language as very few others can. When she's not designing websites, she's designing homemade gifts, spending time with her husband and rising 7th grade son, walking Ruby the Cavachon, and losing herself in escapist fiction. She loves her family, her pooch, and the oxford comma.

Community: Stephanie has lived in Lexington for 12 years, and in the Boston area for 21. She has created websites for many small businesses, educational organizations, health and wellness practitioners, and authors. She is active in Lexington Mavens, and you can find her on [Facebook](#), [Twitter](#), [Instagram](#), [Medium](#), [Pepperlane](#), and [Linked In](#). You can [view her website here](#).

