

Meet Michele Lau

Product Specialist | Television Host

www.michelelau.com

With a natural curiosity, enthusiastic attitude and love of people, Michele is a natural Television Host. Her passion is to help empower the viewer by educating them to make smart lifestyle choices.

Her extensive knowledge and diversified experience has been a key factor in the development of a dedicated audience. Her broad appeal currently rates her in the top percentage for attracting new customers daily. She has over 20,000 hours of live, unscripted television experience.

Michele has been in front of the camera since she began her media career at 16 years of age. She has appeared in major magazines, newspapers, television commercials, industrial training videos, news segments, infomercials and television shows.

A popular and persuasive presenter, Michele is recognized as a leader in the television shopping and direct response industry. She is sought out for her expertise in communicating the appeal of everything from jewelry to cosmetics, electronics to cooking and more. She travels to industry trade shows and has witnessed the manufacturing process of many of the items that she presents first hand.

She has worked with and interviewed hundreds of celebrities throughout the years, including: Suzanne Somers, Susan Lucci, Leeza Gibbons, Wolfgang Puck, and many more.

Some of her on camera and industry credits include:

- Shopping Channels including: TheShops.tv, TVSN Australia, JTV, HSN, The Jewelry Channel and GemsTV.
- CBS, FOX, PBS, and satellite television.
- Five infomercials, all with principal parts.
- Morning Show Media Tours
- Merchandiser and sales trainer for 250 retail stores nationwide.
- Conducted sales trainings and seminars across the country.
- Owned advertising and marketing firm whose client list included such companies as Century 21 and General Mills.

Michele's devotion to the viewer brings an energy that only someone with her experience can deliver. Michele has built a reputation for honesty and integrity that are projected in her on air personality.

You can reach Michele at 813-992-5902 or email her at michelelau@me.com.