

# Nouveau Connoisseurs Corporation

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Monique Hayward  
President & Chief Executive Officer

Monique Hayward is President & CEO of Nouveau Connoisseurs Corp., which she founded in April 2004 and most recently owned and operated the award-winning Dessert Noir Café & Bar in Beaverton, Oregon. Monique is also a senior marketing manager at Intel Corp. in Hillsboro, Oregon.

Monique is an entrepreneur and corporate player with more than 15 years of experience in marketing, communications, public relations, business development, and entrepreneurship. She has shared her knowledge and expertise as a contributing writer and interviewee for mainstream media like *The Oregonian*, *The Denver Post*, and CNN and online and print publications for entrepreneurs like Women Entrepreneurs – The Secrets of Success Blog, *Entrepreneur*, *Black Enterprise*, and *Restaurant Startup & Growth*. In Feb. 2009, Monique published her first book, *Divas Doing Business: What the Guidebooks Don't Tell You About Being a Woman Entrepreneur*. She's also a frequent speaker at conferences and colleges and a mentor to up-and-coming professionals and entrepreneurs.

Monique was selected as a winner in the 2008 Make Mine a Million \$ Business program, a collaboration between Count Me In for Women's Economic Independence and OPEN from American Express that provides a combination of money, mentoring, marketing, and technology tools that women entrepreneurs need to help grow their businesses into million-dollar enterprises. She also was selected for the *Portland Business Journal's* 2009 "40 Under 40" award, which honors young business leaders and entrepreneurs in the Portland area, and *Diversity MBA's* 2010 "Top 100 Under 50," which recognizes emerging leaders and executives of color across the business spectrum. She also has worked as a commercial model and spokesperson and served as the executive producer, writer, and host of her own talk show on a local cable TV station.

A native of New York City who also spent part of her childhood in Columbia, S.C., Monique has a master of business administration in marketing from Case Western Reserve University and a bachelor of arts (*magna cum laude*, Phi Beta Kappa) in journalism from the University of Maryland College Park. She is an inaugural fellow of the ASCENT Mastering Management Program at the Tuck School of Business at Dartmouth College. She also participates as a visiting fellow for the Austin Entrepreneurship Program at Oregon State University and teaches a course for aspiring women entrepreneurs at Portland Community College. She also is a member of the National Black MBA Association, National Association of Female Executives and Entrepreneurs, and National Association of Women Business Owners and serves on the board of the Oregon Chapter of the National Association of Women MBAs. Monique is married to Tom Freeman and the couple resides in Beaverton.