

Biography

Melissa Murphy

Vice President and Partner

Melissa's clients know that her top priority is the strategy needed to grow their business. To achieve this mission, she designs and implements customized marketing and communications strategies for companies of all sizes at various stages of growth to help attract investors via diverse distribution channels. Melissa has been helping financial services companies grow since 2001 when she joined SunStar Strategic.

Melissa is a contributor to FundFactor.net, a blog with over 4,500 subscribers featuring resources to help financial marketers learn and share ideas about marketing and distribution.

Formerly, Melissa worked as a leadership training program participant and registered representative with Strong Investments (now Wells Fargo Advantage Funds), where she earned her Series 6, 7 and 63 licenses. Melissa received her BSBA, magna cum laude, in marketing, with minors in advertising and communications studies from the University of Nebraska-Lincoln. She had dual concentrations of strategy and marketing in her MBA program at the Robert H. Smith School of Business at the University of Maryland, College Park, MD. Melissa also completed coursework in economics at Oxford University, England.

Melissa shares her passion for fitness and dance as an instructor at Xtend Barre Old Town.