

  
**LA ROCHE UNIVERSITY**  
2022 DISTINGUISHED ALUMNI CIRCLE AWARD RECIPIENT



**Marta Greca '08**

**CEO**

**MEDIA - The Creative Agency**

Marta Greca '08 has over a decade of experience providing media for businesses both at a corporate and small business level. She has shared her expertise by conducting projects, classes, workshops and motivational presentations nationally.

As CEO of MEDIA - The Creative Agency, Ms. Greca empowers her team to bring their vision forward, strategizes promotional ideas for digital marketing clients and mentors budding female entrepreneurs who value a peaceful work-life balance. MEDIA also provides marketing services to nonprofit organizations like Treasure House Fashions, The Global Sisterhood Inc., Living in Liberty and The Catholic Diocese of Pittsburgh.

A mother of six and wife of an entrepreneur, Ms. Greca said her greatest professional accomplishment has been her ability to provide for her family and act as a full-time mom while running successful, profitable brands, and mentoring others to do the same.

“Before, I looked for jobs that could pay the bills while allowing me to be with my family, she said. “Then I decided to start my own company, surrounded it around my family’s needs and leveraged the team to grow our mission of helping others.”

Ms. Greca has been the featured expert consultant in segments by WPXI, Pittsburgh Today Live, KDKA and Inspiring Lives Magazine. She is an active member of the Pittsburgh North Regional Chamber and Inspired Women Paying it Forward.

In 2020 the Pittsburgh North Regional Chamber named her Woman Entrepreneur of the Year. Additionally she is a #1 Best Selling Amazon Author for her book, “The Minimalist Method: The Emerging Entrepreneur’s Guide to Peace and Prosperity.”

A Certified Life Coach by Transformation Academy, Ms. Greca earned a Bachelor of Arts in professional writing from La Roche in 2008.

“Everything that I learned at La Roche, I now leverage to run my company,” she said.

