

To meet Mary Owusu is to meet a story of resilience.

In 1992 after her family of seven emigrated from Ghana to the United States, they faced cultural ridicule, abject poverty, and the risk of deportation.

Against all odds, Mary and her four siblings not only persevered but thrived, making significant contributions to American society in diverse fields. Of her four siblings, one is a respected professor whose research on the impact of trauma on women's reproductive systems informs medical practice. Another runs immersive exhibits that showcase the world's wonders, while another trains teachers on how to effectively educate urban youth throughout the US. Her baby sister who was only three when they came to the US now heads the entire meat and seafood operation at Target Corporation.



As for Mary, she has forged a path as an educator and entrepreneur. A professor of marketing at Canisius College, Mary has also built an educational platform, [SprintMarketer.com](https://www.sprintmarketer.com), where professional marketers (like you) meet, learn and grow, free of charge. Drawing on the compassion and resilience she developed through her own struggles, [SprintMarketer.com](https://www.sprintmarketer.com) has become the popular destination for marketers to transform into sprint marketers by mastering digital marketing sprints.

Mary's commitment to creating accessible and engaging educational content for professionals has made her a frequent keynote speaker at national and international conferences, and the president of the Digital Analytics Association board.

Now a mother and wife, Mary's remarkable journey is a testament to the power of resilience and the transformative impact of compassion—that if you are willing to show someone “how any system works” they can learn to thrive in it—whether that is the immigration system or the marketing system. By turning her personal struggles into a source of inspiration and growth, Mary has shown that we can not only overcome adversity but also use it as a catalyst for change.