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Gloria Berthold is President of Marketing Outsource Associates, Inc. (MOA). The company provides all marketing-related services including current customer analysis to determine profitability, client profiling, targeted prospect identification and list development, database, marketing plan and strategy development, graphic design, marketing communications and calendar development and execution (advertising, direct mail, fax, email, newsletters, postcards, brochures, etc.) In 2003 MOA released the web-based Government Buyers Directory, a unique searchable online government buyer's database listing over 3,000 people in more than 700 federal, state and local government agencies. Companies who do business with the government can easily identify the appropriate buyers for their products and services. The database targets firms that want to do business with the government, is available on the company web site and can be purchased by annual subscription.

MOA was awarded "Innovator of the Year" in 2003 for the Government Buyers Directory; "Business of the Year" by the Baltimore/Washington Corridor Chamber of Commerce, and Volunteer Business of the Year by the Business Women's Network. Gloria is also Past President of the Columbia Business Exchange, and has been featured in articles in Entrepreneur Start-ups Magazine, USA Today and local publications.

In October 2001 MOA marketing projects for Howard Transit received a national American Public Transportation Association (APTA) AdWheels First Place Award and a Transportation Association of Maryland (TAM) "Best Transit System in MD" Award.

Gloria is active in the following organizations: As the Chairwoman for The Baltimore/Washington Corridor Chamber of Commerce, a member of the US Women's Chamber of Commerce and the National Association of Women Business Owners, and a member of The Business Women's Network of Howard County. She is an active mentor for high school and college students wishing to explore the fields of marketing and sales.

Gloria is also an instructor at George Washington University in the Continuing Education Division. She teaches marketing and pricing practices workshops.

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