



Michelle Gibson Webb

Meet Michelle Gibson Webb, the Founder and Chief Executive Officer of BOB Rewards Club. She was born in Tacoma Washington, raised in Saint Paul, Minnesota, and Graduated from Saint Agnes High School, the University of Minnesota, and Cardinal Stritch University. From an early age, she wanted to own a business and help other people become better individuals. Humble, she never strives for personal monetary gain without having an intrinsic mission to change obstacles in other people's life. The love, care, and compassion that she has shown others are deeply embedded in her DNA.

While working on her Bachelor of Arts Degree at the University of Minnesota, she studied Sociology, African American Studies, Urban Studies, Industrial Relations, and Training and Development. While working she continued studying for Masters in Management at the University of Cardinal Stritch.

In her corporate career, Michelle has worked for a number of Fortune 500 Companies including Cargill, Ecolab, Cisco Systems, Carlson Companies, and US Bank Corporation. In 1994 she started her first business as a non-profit organization called "The People Place", which provided diversity training to businesses.

For most of her life, she's been an entrepreneur, because she always thought she could manage workflow processes much better than her bosses. Her next adventure was to take a childhood hobby and turn it into a business called Deconomics Incorporated, which specialized in event production, a flower shop, and product leasing. Started in Minnesota, she later moved the business to Dallas, Texas, where her sales increased significantly. This business was among her most successful, allowing her enough income to take care of her family until the 2008 Economic Crisis, where she found herself a victim and watched her income dwindle down to nothing.

In 2015, Michelle started SalesLearning Corporation, which specializes in Lead Generation and a full operational Virtual Call Center that has employed hundreds of workers. It was during this time, she realized that the same services she was providing to predominantly White-Owned Companies that many Black-Owned Businesses could not afford or take advantage of our Business Development Solutions. So thus, BOB Rewards Club was founded, offering a host of benefits and implementations of programs that really work.



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In 2016, a pilot study was conducted that included approximately 7 Black-Owned Businesses. She learned the real difficulties they struggled with on a daily basis and concluded solutions that actually worked to help them be more successful in their businesses.

In 2017, BOB Rewards Club was originally established as a Limited Liability Corporation (LLC). The mission has always been “Changing The Socio-Economic Status Of Blacks”, which brings a powerful missionary statement that we all need to stand by. After consulting with peers, members, and professionals in her field, she agreed to form a 501(c)(3) non-profit organization, which she believes will reach more people nationwide.

In 2020 BOB Rewards Club was established as a Non-Profit Corporation. Her persistence and determination continue to work on making it the most successful missionary organization for Black Americans in the country, by changing the lives of the vulnerable populations. BOB Rewards Club provides outreach to the needy with hopes of decreasing the wealth gap for Black Americans.