



I'm a badass woman business owner and serial entrepreneur. I started my first company at the age of 11 and I've been creating waves in the business world ever since. From helping Fortune 100's train their employees to speaking on stages around the country, about e-learning and edtech, when you need an entrepreneurial mind, I'm the one to call.

# Kim Merritt Fact Sheet

Preferred Attribution Title for media mentions:

E-learning influencer, serial entrepreneur, and founder of The URL dr

## Contact



### Email

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### Phone

814-243-3023



### Location

Chapel Hill, NC



### Website: The URL dr

[theurldr.com](http://theurldr.com)



### LMS: YourTrainingBase

[yourtrainingbase.com](http://yourtrainingbase.com)  
[yourcoachbase.com](http://yourcoachbase.com)

## Social Media



### LinkedIn

[LinkedIn.com/in/kimmerittbutler](https://www.linkedin.com/in/kimmerittbutler)



### YouTube

[youtube.com/Theurldr](https://www.youtube.com/Theurldr)

## Subject Matter Expertise

Learning & Development  
Training  
Public Speaking  
E-learning Course Development  
Learning Management Systems  
Entrepreneurship  
E-commerce & Retail  
Online Marketing  
Remote Work  
Women in Business

## Companies Kim Has Started and Run



Present  
Since 2007

### The URL Dr – Founder & E-learning Influencer

*Hollywood inspired custom e-learning course creation and LMS systems implementation for corporate clients.*



Present  
Since 2016

### Good Dog in a Box / Dogsurance – Cofounder

*Dog bite prevention curriculums and online occupational dog bite prevention training used around the world.*



1999 - 2007

### Dishes Décor & More – Founder & Marketer

*Grew business to \$4.2M in sales and over 70,000 customers, with 1.5M annual visitors. Sold 50,000 china and tabletop skus online.*



1985 - 1996

### Kim's Khocolate – Founder & Head Khocolatier

*Created custom Khocolate for Apple, The Rolling Stones, IBM, MCI, AT&T, Bausch & Lomb, Ralph Lauren, and Land Rover.*

## Groovy Facts About Kim



- **Started my first company Kim's Khocolate at age 11**  
*Guy Kawasaki invited me to make Khocolate for Apple.*
- **Testified before US Senate Subcommittee on Entrepreneurship**
- **Won the NFIB Young Business Owner of the Year Award**
- **Working on earning my BMW CCA Club Racing license**  
*In my BMW 335is. I'm racing with my 24-year-old daughter.*
- **I've seen over 100 live concerts – mostly classic rock**  
*I have 40% hearing loss in each ear. Yeah, one too many concerts.*
- **Actively search out James Beard award winning restaurants**
- **Walk 4 miles a day and take belly dancing lessons**

## Companies I've Worked With

