

The Greater Bethesda Chamber of Commerce has implemented three goals in our new strategic plan. Two of our goals are to attract and serve a diverse group of members from all industries representing businesses in Greater Bethesda and to grow awareness of the Chamber among both members and the public.

Living up to these principles, we invite you to celebrate Black History Month with us through our third annual member spotlight series. This special feature helps our communities learn more about some of its leaders and their impacts they make every day.

Today, we would like you to get to know **Wes Bailey, III, President & CEO of IIIrd Eye Productions.**

Wesley Bailey III, an American-Liberian visual storyteller, started his career at CBS News Productions in New York learning the foundation of media production. Now, an entity that utilizes my production skills to help market businesses and individuals looking to expand their business or brand. An outside the box thinker looking to move culture forward while growing creatively, spiritually, and professionally. Based in New York, DMV, and Zambia.

**We asked Wes three questions surrounding leadership and goals. Read his responses below.**

1. **As you look back over your life, at what point did you begin to think of yourself as a leader?**

When I look back at the moment in my life when I believed I became a leader was when my peers used to think they can box me into a stereotype. Growing up on the Jersey shore being a Liberian American, I made a conscience decision to be authentically true to myself and my culture. Being this way, LEAD to a welcoming energy that encouraged open dialogue and conversations with EVERYONE.

2. **Do you have a vision that guides your body of work? If so, has it changed over time or remain the same?**

I do have a vision that guides my work which is the foundation of why I do what I do, and it will remain so. The vision that guides my work is "authentic storytelling." I have traveled the world making a conscience decision to find unique characters and tell an authentic story.

3. **Does the work you do now play a part in the legacy you wish to leave behind? If not, describe what tools you need to help you achieve your goals.**

The work I do now is certainly going to play a part in my legacy because my ultimate goal is to be able to help tell quality stories about different cultures in different market as well as creating an infrastructure that creates resources for other people curious about production and filmmaking.

Visit [www.iiirdeye.com/](http://www.iiirdeye.com/) to learn more about Wes's story and he can help tell yours.