

JENNIFER GOODMAN LINN YOU FEARLESS



“I noticed that when I took fear out of the equation and ‘went for it’, I was more creative, more inspiring and more effective both at home and at work. When my fears dissolved, life began to happen.”

JENNIFER GOODMAN LINN

Jennifer Goodman Linn is an award-winning motivational speaker and marketing strategy consultant for some of the world's most successful brands. Combining more than 15 years of marketing expertise with her incredible life experience as a six-time cancer survivor, Jennifer is helping Fortune 500 clients ignite passion and creativity in their employees, generate breakthrough, profit-driven ideas, and drive positive organizational change. Through her life and work, she is inspiring countless companies, individuals, and organizations with her **You Fearless** philosophy: the belief that anything is possible when you eliminate fear from the equation.

Jennifer is also the Founder of *Cycle for Survival*, the most successful patient-led fundraising event in the 125-year history of Memorial Sloan-Kettering Cancer Center. What began modestly as a grass-roots event in 2007 has evolved into one of the fastest growing charity events in the country today.

From 2008 to 2010, Jennifer served as Senior Vice President of Consumer Marketing at Nickelodeon, where she was responsible for developing and implementing both short and long-term strategies to promote the Nickelodeon brand and its key global properties – including Sponge Bob Square Pants and Dora the Explorer.

Prior to her work at Nickelodeon, Jennifer served as Vice President of Marketing for the Ann Taylor Corporation, where she oversaw marketing strategy, marketing operations, direct communications, and media and public relations for the company's Ann Taylor and LOFT businesses.

From 2002 to 2006, Jennifer served as Managing Director of The Geppetto Group/ WPP Group USA, establishing marketing programs for such notable clients as Wal-Mart, Coca-Cola, Samsung, and LEGO. She also spent three years as a Marketing Specialist at McKinsey & Company, counseling a wide range of clients in the food and beverage, retail, and entertainment industries on such topics as marketing spend effectiveness, brand development/portfolio strategy, and product innovation.

Jennifer began her career at Saatchi & Saatchi Advertising Worldwide. She graduated cum laude from Duke University in 1993 with a Bachelor of Arts degree in Psychology and Marketing/Management and earned a Masters in Business Administration from Harvard University in 1999.

In addition to being recognized with Effie, Reggie, Pro, and Promax awards for her work, she is the author of Vault Reports' *Guide to Getting a Job in Marketing* and has been featured in numerous business publications, including *Advertising Age*, *Brandweek* and the *American Marketing Association Journal*. She has also rung the opening bells of both NASDAQ and the NYSE.

Jennifer has appeared on *The Today Show* and has been interviewed on CBS, ABC, MSNBC, and FOX. Her personal story has also been featured in *Redbook*, *Self*, and *The Wall Street Journal*. She was the recipient of *Self Magazine's* Do Good Award in 2008, was named one of *Kraft Foods' 100 Extraordinary Women* in 2009, and was a 2010 *Energizer Hall of Fame* Finalist. She was also presented with the Wynona M. Lipman Empowerment Award by the State of New Jersey in 2008.

Contact Jen

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