

“I will be a living role model
to others, demonstrating
that without fear, anything
is possible.”

JENNIFER GOODMAN LINN
YOU FEARLESS



Jennifer Goodman Linn
Speaker, Marketing Strategist, Survivor
www.youfearless.com

JENNIFER GOODMAN LINN YOU FEARLESS

Jen Can Light Up
a Board Room or
an Auditorium with
her Passion, Creativity
and Business Savvy.

Clients

Ann Taylor
Cartoon Network
Converse
Condé Nast Communications
Equinox Fitness
General Mills
General Motors
I2Y Foundation
Johnson & Johnson
Kellogg's
Kodak
Kraft Foods
LEGO Systems
Major League Baseball
Marriott
Microsoft
McKinsey & Company
National Basketball Association
National Confectioner's Association
Nestle USA
Nickelodeon/MTV Networks
Nike
Northwestern University
Pace University
Pepsico
Procter & Gamble
Sarcoma Foundation of America
Samsung
Sara Lee
Scholastic
Simon Property Group
Target
The Campbell Soup Company
The Coca-Cola Company
United States Army
Verizon
Wal-Mart
Wm. Wrigley Junior Company

Jen is an Extraordinary Leader and Guru of all things Marketing

Jen brings her **You Fearless** philosophy – the belief that when we remove fear from the equation, anything is possible – to all of her client engagements. By helping her clients identify potential obstacles and turn them into opportunities, she empowers organizations to develop marketing ideas that exceed all expectations.

Jen's Creativity, Energy and Raw Business "how to" are Unmatched

Jen's profound life experience coupled with her understanding of marketing strategy, consumer dynamics and organizational behavior enables her to create innovative, sustainable and profitable programs for her clients.

Areas of Consulting Expertise

- ▶ Brand Strategy
- ▶ Consumer Insights
- ▶ New Product Innovation
- ▶ Brand Architecture
- ▶ Brand Delivery
- ▶ Marketing Processes
- ▶ Competitive Analysis
- ▶ Marketing Spend Effectiveness
- ▶ Advertising Strategy
- ▶ 360° Integrated Marketing
- ▶ Big Idea Development
- ▶ Marketing Plan Development
- ▶ Marketing Organization
- ▶ Brand Equity

Jen's Success Stories

- ▶ Spearheaded niche marketing programs for Ann Taylor to engage and attract teachers and college seniors
- ▶ Developed a skateboarding market for Nike's Converse brand
- ▶ Redefined and defended the LEGO brand in the face of aggressive competitors
- ▶ Overhauled the marketing efforts of the U.S. Army to meet recruiting goals
- ▶ Invented and marketed an MP3 player for Samsung to compete with Apple's iPod
- ▶ Created a year-long, integrated "big idea" for Nickelodeon to celebrate SpongeBob's and Dora the Explorer's 10th anniversaries
- ▶ Repositioned and re-introduced an ailing product line for Procter & Gamble
- ▶ Constructed a portfolio strategy for a major beer manufacturer that revitalized their multiple product offerings
- ▶ Generated new products to meet consumer's needs at Wrigley, Pepsi and Kraft
- ▶ Revitalized the marketplace perception of the Diet Coke brand

Consult with Jen if your organization is looking to:

- ▶ Develop innovative, unforgettable consumer experiences
- ▶ Understand the true essence of your brand and how to maximize its value
- ▶ Invent new product ideas that are truly consumer-driven
- ▶ Reposition a product offering in a competitive marketplace
- ▶ Breathe new life into traditional, "tired" strategies
- ▶ Develop BIG brand-building ideas that increase consumer loyalty and profits
- ▶ Create a 360° marketing plan maximizing all consumer/organizational touchpoints
- ▶ Unearth new consumer insights that lead to profitable growth
- ▶ Design a portfolio strategy that will minimize product line cannibalization
- ▶ Re-think organizational structure and introduce new marketing processes

Contact Jen

Jennifer Goodman Linn
Speaker, Marketing Strategist, Survivor

917.750.9564 office
347.982.5199 mobile
www.youfearless.com web
jen@youfearless.com email
youfearless facebook
@fearlessjen twitter



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

Jennifer Goodman Linn
Speaker, Marketing Strategist, Survivor

917.750.9564 office
347.982.5199 mobile
www.youfearless.com web
jen@youfearless.com email
youfearless facebook
@fearlessjen twitter



JENNIFER GOODMAN LINN YOU FEARLESS

Jen brings a strategic mindset, analytical skill set and a strong dose of creativity to marketing. She truly understands how to build and refine a brand, as well as how to bring it to life. Most importantly, she is a great leader and builds enthusiasm in the people around her that drives everyone forward together.

Elaine Boltz

Senior Vice President, Strategy
CHICO'S

Jen is an extraordinary leader, creative thinker and inspiration. She is strategic, articulate and passionate, focused on solutions not problems. But most importantly, Jen is authentic. In this world, it is that authenticity that differentiates her and puts her in a league unto herself.

Janet Balis

Executive Vice President,
Sales and Marketing
MARTHA STEWART OMNIMEDIA

Jen designed and implemented, from scratch, the fastest growing public charity in America, and, she did this more or less single-handedly while undergoing five major cancer surgeries and chemotherapy. How was she able to accomplish this? Through her extraordinary strategic marketing savvy, her moral courage and her ability to tell a story in a way that is clear and compelling! Jen is an innovator, a communicator and a motivator who will inspire any group the way she has me and a legion of others.

Carl S. Sloane

Professor Emeritus
HARVARD BUSINESS SCHOOL

You could be on my team anytime Jen.

Mike Krzyzewski

Head Basketball Coach
DUKE UNIVERSITY AND TEAM USA

Jen is a driving force unlike anyone I've ever met before. Her can-do attitude, contagious optimism and strong business acumen seem to be the formula. When I collaborate with Jen, I know there is no option but to win.

Gary Bonilla

Senior Vice President
Creative Director
NICKELODEON



A dose of Jen Goodman Linn does wonders. Her spirit, energy and raw business "how to" are unmatched. I look at Jen and realize that anything is possible.

Julie Halpin

Chief Executive Officer
WPP/THE GEPPETTO GROUP

Jen is a force of nature, an extraordinary human being whose will to live and perspective on life, business and all its challenges are beyond measure. It is more than a privilege to see her in action... it is life changing.

Carolyn Everson

Corporate Vice President
Global Ad Sales and Strategy
MICROSOFT

In an age where most everyone has a pulpit and terms like "inspirational" can lose their sense of distinction, Jennifer Goodman Linn is the real deal. Her inherent intelligence and marketing/business talents are matched by a boundless optimism and energy that make for a total package like none other. Whatever and whomever she touches, she manages to transform for the better.

Marisa Thalberg

Vice President
Global Digital Marketing
THE ESTEE LAUDER COMPANIES

You are truly shifting the course of lives and the world spins a little differently on its axis because of you and your progress.

Doug Ulman

President & Chief Executive Officer
LANCE ARMSTRONG
FOUNDATION

Jen Goodman Linn is my personal hero. In the face of any challenge, whether in life or business, Jen demonstrates that relentless determination, inspiring leadership, depth of character and a shot of marketing brilliance can change the world.

Deborah B. Curtis

Vice President, Advertising
AMERICAN EXPRESS

Contact Jen

Jennifer Goodman Linn
Speaker, Marketing Strategist, Survivor

917.750.9564 office
347.982.5199 mobile
www.youfearless.com web
jen@youfearless.com email
youfearless facebook
@fearlessjen twitter

