

“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](http://www.youfearless.com)

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“I’ve discovered that my life has become richer and more rewarding since my diagnosis. What I once viewed as obstacles, I now see as opportunities.”

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I’ve learned how to manage fear the hard way.

I was 33 years old and newly-married when uncontrollable night sweats and fevers sent me to a series of doctors. The diagnosis was sarcoma, a rare and often fatal form of cancer. I was told my odds of beating the disease were 50/50. Worse, there was no clear path or blueprint for how to proceed.

For the past 6 years, I have slogged through eight courses of chemotherapy to shrink the tumors and six grueling surgeries to remove them. Five relapses later, I continue to beat the odds by not giving in to the disease - by living a fearless life.

This is no easy task. I do it minute by minute, day by day.

Much to my surprise, I’ve discovered that my life has become richer and more rewarding since my diagnosis. What I once viewed as obstacles, I now see as opportunities.

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. I was able to express myself more fully, resulting in a happier, more satisfied life.

When my fears dissolved, life began to happen.

We all have a choice in how we want to live our lives ... I have chosen to be **Me Fearless**. I have applied this approach to every aspect of my life and, in the process, I’ve discovered that amazing things present themselves.

My mission now is to encourage those around me to apply that philosophy to their lives and relish in the results. You *can* become **You Fearless**.



## Jen's Most Popular Speaking Programs

### Becoming Your Own Best Hope

The buck stops with you. You are responsible for the results you get. The only thing holding you back is yourself. How do you recognize the fear in your life and channel it in a way that will propel you forward versus hold you back? Jen will help you become more aware of what you might not even realize is standing in your way. She will help you develop an action plan that will motivate and inspire those around you, exceeding your expectations.

### Spin Cycle

You're spinning around uncontrollably and can't find the exit. How do you gain command of your thinking so you can make the cycle work in your favor? How do you use your fear as a source of insight to energize your actions and liberate yourself and those around you? Jen will help you master your fear and unleash all that you unconsciously have been holding back—leading to a more inspired, empowered, creative YOU!

### Sucker Punched

When life takes you by surprise you still have a *choice* in how you bring yourself to the experience. Jen will help you realize that when you change the way you look at a situation, the situation magically changes. You'll learn to embrace fear and use it as a tool to help smooth the path towards your goals. You'll grasp the personal and professional benefits of charting a new course. What you once viewed as obstacles, you'll now see as opportunities.

# JENNIFER GOODMAN LINN YOU FEARLESS

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



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## Jen's Track Record

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### Consulting Expertise

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

### 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 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 both organizations and individuals to develop more actionable, creative ideas and gain a deeper understanding of what they want out of life. Using the insights, inspirations and proven principles she has applied to her life, Jen reveals clear, passionate guidelines on reaching for and achieving success, both personally and professionally.

### Jen's Success Stories

- ▶ **Motivated** thousands of people to hop on an indoor bike for rare cancer research efforts at Memorial Sloan-Kettering Cancer Center
- ▶ **Revamped** Samsung's traditional approach to product development to compete with Apple's iPod
- ▶ **Created** and taught a series of marketing seminars to help the U.S. Army meet recruiting goals during turbulent times
- ▶ **Re-energized** Equinox Fitness' 500+ employees at their national sales meeting
- ▶ **Designed** a year-long, integrated marketing plan for Nickelodeon to celebrate SpongeBob's and Dora the Explorer's 10th anniversaries
- ▶ **Redefined** and defended the LEGO brand in the face of aggressive competitors
- ▶ **Spearheaded** niche marketing programs for Ann Taylor to attract teachers and college seniors
- ▶ **Developed** a skateboarding market for Nike's Converse brand
- ▶ **Repositioned** and re-introduced an ailing product line for Procter & Gamble
- ▶ **Generated** new product ideas and programs for Wrigley, Pepsi, Kraft, Coca-Cola and Sara Lee

### Engage Jen if your organization is looking to:

- ▶ **Motivate** employees to be fearless in developing and selling bold new ideas
- ▶ **Breathe** new life into traditional, "tired" strategies and re-define long-term goals
- ▶ **Re-ignite** your employees' senses of accountability and empowerment
- ▶ **Develop** innovative, unforgettable consumer experiences that build your brand
- ▶ **Create** a marketing plan maximizing all consumer/organizational touchpoints
- ▶ **Be inspired** to embrace fear rather than let it inhibit your progress
- ▶ **Re-think** organizational structure and introduce new marketing processes
- ▶ **Unearth** new consumer insights that lead to new product ideas

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**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.

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## Testimonials

# JENNIFER GOODMAN LINN YOU FEARLESS

Jen is incredible, she's unbelievable – I am so inspired by her!

**Hoda Kotb**

Co-anchor

THE TODAY SHOW

Our entire sales force is talking about you! I have probably told your moving story close to 100 times to anyone that would listen. I have used your story to sell, to inspire others and most importantly, I have used it to motivate myself to touch the lives of every one of my employees.

**Scott Rosen**

Executive Vice President  
Chief Operating Officer  
EQUINOX FITNESS

Jen is the girl next door. She's your sister. She's your friend, not some world-class athlete with ungodly stamina. People can relate. Fact is, all the things people say about Lance Armstrong are easily applied to Jen, too. She's a hero. A fighter. An advocate. A role model. A beacon.

**Scott Soshnick**

Sports Reporter  
BLOOMBERG NEWS

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

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 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

You could be on my team anytime Jen.

**Mike Krzyzewski**

Head Basketball Coach  
DUKE UNIVERSITY  
AND TEAM USA

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

Jen's story is so moving ... she is the most inspiring person I know!

**Lucy Danziger**

Editor-in-Chief  
SELF MAGAZINE

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 ESTÉE LAUDER COMPANIES

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

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