

“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)

# JENNIFER GOODMAN LINN YOU FEARLESS

## Jen's Story

“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**.



### Contact Jen

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## 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.

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

Jen brings her **You Fearless** philosophy – the belief that when we remove fear from the equation, anything is possible – to all of her speaking engagements. By helping her audiences channel their fears more effectively, she enables them to develop more actionable, creative ideas and gain a deeper understanding of what they want out of life.

### Jen Reveals Clear, Passionate Guidelines on Reaching for and Achieving Success, both Personally and Professionally

Using the insights, inspirations and proven principles she has applied to her life and marketing career, Jen delivers results-driven speeches and workshops that help people see opportunities rather than obstacles.

### Jen's Success Stories

- ▶ 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
- ▶ Motivated thousands of people to hop on an indoor bike and raise money for rare cancer research
- ▶ Created and taught a series of marketing seminars to help the U.S. Army meet recruiting goals during turbulent times
- ▶ Inspired thousands of cancer patients to live without fear as a featured speaker at Memorial Sloan-Kettering's Survivorship Day
- ▶ Led a workshop that helped Sara Lee completely reposition a line of products
- ▶ Revamped Samsung's traditional approach to product development in order to develop and market MP3 players to compete with Apple's iPod

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

- ▶ Develop big, brand-building programs that increase consumer loyalty and profits
- ▶ Motivate employees to be fearless in developing and selling bold, new ideas
- ▶ Re-ignite your employee's senses of accountability and empowerment
- ▶ Embrace change and excel in a constantly-shifting marketplace
- ▶ Breathe new life into traditional, "tired" strategies and re-define long-term goals
- ▶ Spearhead low-cost launch plans with big results
- ▶ Connect with your consumers through their passion points
- ▶ Be inspired to embrace fear rather than let it inhibit your progress

**Jen's 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

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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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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 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 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

We all come across people who inspire us on one level or another. But it's an exceptionally rare privilege to connect with someone whose passion, intelligence and integrity inspires you to reconsider how you live your life. Jen is one of those people for me.

**Michael Moynihan**

Vice President, Marketing  
LEGO



Jen is a tour de force. Her courage – physical, emotional and moral – is inspirational, but it's also her business acumen, experience and brains that make Jen so much more than 'just' an inspiration. She's a formidable entrepreneur and leader who makes great things happen, not just for herself, but for the benefit of others.

**Matt Ryan**

Senior Vice President  
Corporate Brand Management  
THE WALT DISNEY COMPANY

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

**Lucy Danziger**

Editor-in-Chief  
SELF MAGAZINE

Jen can light up a room! I've seen her light up the Board Rooms of Blue Chip marketers and I've also seen her light up a classroom of some of the brightest minds around! Jen has an uncanny ability to blend big ideas with real stories that bring her concepts to life. She is both a visionary and a practitioner with dreams and real outcomes all built into one!

**Judy Franks**

Media Strategist  
NORTHWESTERN UNIVERSITY

Your presentation was powerful, emotional, sobering, uplifting and inspirational...all in the same discussion! Each of us that had the good fortune to hear your words has taken away a greater willingness to face and address the challenges in our personal and professional lives."

**Brett Keith**

Chief Executive Officer  
ROCKWOOD EQUITY GROUP

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