

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 is a star and you realize that from the first minute you meet her. She exudes positivity and confidence and those traits make her a wonderful business partner. I value what she has taught me – how to find opportunities in the least likely of situations.

Adrienne Kirszner

Senior Vice President,
Planning and Allocation
ANN TAYLOR

Jen is one of the most creative, passionate, and skilled individuals I know. Her spirit not only inspires, it is contagious.

Sharon Fox

Senior Director, Brand Building
UNILEVER

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

Jen is a remarkable individual – truly one in a million. Just being around her is energizing. She brings out the best in everyone around her and makes you want to be the best you can be.

Phil Turbin

Managing Director, Bank of America
MERRILL LYNCH

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

I have known Jen for 20 years and she has always amazed me with her unparalleled level of energy and raw skill. This enthusiasm, combined with her tenacity, creativity, and smarts has allowed her to accomplish extraordinary things personally and professionally.

Emily Portney

Chief Operating Officer
J.P. MORGAN EQUITIES GROUP

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

Jen's creativity and drive are incredibly impressive. She has great breadth and depth of experience across a variety of global consumer brands. Her unique perspective allows her to make an immediate impact on and provide great value for her clients and partners.

Laura Broderick

Senior Vice President,
Brand Development
SAN DIEGO PADRES

Contact Jen

Jennifer Goodman Linn
Speaker, Marketing Strategist, Survivor

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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 sets an example every day with her boundless energy and resilient spirit. Her courage to make a difference instills hope and inspires all of us to do more and achieve more than we thought possible.

Scott Kabat

Director of Marketing
CISCO CONSUMER PRODUCTS

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 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

Every time I hear you tell your story, I wish everyone I ever knew had the chance to listen, learn, and be inspired as I have.

Ted Seides

President
PROTÉGÉ PARTNERS

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

Lucy Danziger

Editor-in-Chief
SELF MAGAZINE

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JENNIFER GOODMAN LINN YOU FEARLESS

I've never met Jen. But Jen has changed my world. I have spent long moments reading her words. I have been inspired by her optimism, her faith, her perseverance and her courage. I have cried for her, laughed with her and altered my daily attitude because of her.

Dana F.
Blog Reader
FLORIDA

We all live our lives trying to make a difference... please know that you have. Your words have touched me more than I can explain and the world is a better place because of your presence.

Jane G.
Blog Reader
PENNSYLVANIA

I have been extremely inspired by the way you live your life. You have greatly influenced me in the way I should live mine.

Evan S.
Blog Reader
LONDON

Jen has an indefinable quality that draws people to her and opens their minds and hearts to what she has to say. You breathe life into me and so many people, so thank you.

Ethan Zohn
Cancer Survivor and Activist
WINNER, SURVIVOR AFRICA

After reading your last journal entry, suddenly I am less helpless and much more focused and energized. Your courage and spirit reminds me that all challenges can be conquered one step at a time.

Iris F.
Blog Reader
NEW JERSEY

I was feeling stuck, send and ensnared by the darkness of it all. What grace and timing to find your blog. You have inspired me to take control of my life and live to be a role model to others.

Michael T.
Cancer Patient
TEXAS

I don't have too many role models but you certainly are one and I can only hope to live as well as you do. Your story continues to amaze and humble me.

Steve R.
Blog Reader
CALIFORNIA

YOU managed to tell a world-worthy message and a personal one. THAT is talent. I think of you every day and wait anxiously for more of your blogging.

Kim E.
Blog Reader
NEW YORK

I wanted to thank you for your positive attitude, bravery, and beautiful and loving heart. Thank you for bringing the world so much inspiration. You have impacted so many lives with your story. You are truly an angel and have made the world a better place.

Deb R.
Blog Reader
ARIZONA

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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

We struggle to adequately express our full appreciation for all that you have done. We owe so many meaningful advances to you and remain grateful for your generosity, and that which you motivate in others.

Richard Naum
Vice President, Development
MEMORIAL SLOAN-KETTERING
CANCER CENTER

I think the work you are doing to attract attention and dollars to rare cancers is key – it is the ONLY way progress will be made on these diseases in our present system.

Dr. Christopher Sonnenday
Ontological Surgeon and Professor
UNIVERSITY OF MICHIGAN

You could be on my team anytime Jen.

Mike Krzyzewski
Head Basketball Coach
DUKE UNIVERSITY AND
TEAM USA

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

You have given me hope with a capital “H”. It is because of your relentless tenacity and contagiously, positive spirit that I am alive today ... and I am forever grateful. The world is blessed to be graced with your vision and your tenacity.

Derek H.
Cancer Survivor
NORTH CAROLINA

Thank you for giving my family and I this vehicle called *Cycle for Survival*. It makes us feel empowered and provides us the ability to save lives. We hold you in the light.

Sandy M.
Cancer Patient
MASSACHUSETTS

One year ago today I was leaving the hospital after my 50th night in less than 150 days. Today, I sat on a stationary bike in a darkened room with over 1000 other riders. I spent the first half-hour today almost choking on my emotion, and by day's end, as Jennifer Goodman Linn, the inspirational founder of *Cycle for Survival* handed over a check to my doctors for \$2.2 million dollars, I was completely overcome. I met a man today who is already in a clinical trial that is being supported by money raised last year from this event. We were not alone today. And we will not forget.

Bruce Feiler
Best-selling Author
NEW YORK TIMES

We are writing with a tinge of awe, admiration, appreciation, and lots of respect. The event had such an impact on thousands of people! There are no words to describe the energy, the inspiration and the hope that you instill in all of us.

Jeanne S.
Participant
CYCLE FOR SURVIVAL

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