



biography

DAWN E. WAGENAAR

**INGENUITY MARKETING GROUP LLC
PRINCIPAL**

Dawn Wagenaar is a principal of Ingenuity Marketing Group LLC; a firm focused on helping professional service providers market and sell their services better. Since 1992, Ingenuity Marketing has been helping CPAs, attorneys, consultants and other professionals develop their practices by:

- Developing marketing strategy, positioning and branding
- Researching market opportunities and recommending new lines of business
- Creating and implementing marketing and selling tactics
- Training and coaching professional service providers in practice development, effectiveness and sales skills

Dawn has worked in professional service marketing since 1993 when she began coordinating marketing programs for a regional office of a large national insurance and financial services company. Since then she has directed the marketing efforts of a small local and a large regional CPA firm.

Dawn has a Bachelor of Arts degree from Augsburg College in Minneapolis as well as a Master of Arts in Educational Leadership from the University of St. Thomas in St. Paul, Minnesota. She is a member of the Edina Chamber of Commerce, member of the Legal Marketing Association, co-chair of the AAM Conference Committee of the Association for Accounting Marketing as well as Immediate Past President of the Minnesota Chapter of the Association for Accounting Marketing. She is also co-founder of a woman's networking group called Women In Networking.

Ingenuity Marketing Has Created Solutions For:

Accounting Firms

Olsen Thielen

Blanski, Peter, Kronlage & Zoch, CPAs and Consultants

RSM McGladrey

Minnesota Society of Certified Public Accountants

DS&B

Carlson Advisors

Froehling Anderson

KPMG

HLB Tautges Redpath

CEO Solutions

Schechter Dokken Kanter
KDV
Wipfli
Hansen, Jergenson, Nergaard & Co

Service Firms
Hastings Public Schools Foundation
River Run Properties/T.K. Hill Developers and Builders
Aileron Land Development
College Connectors
Health Care Administrators Association
Ambrion
Veracity Technologies
Olsen Thielen Technologies
Hewins Financial Advisors

Law Firms
Fredrikson & Byron
Barna, Guzy & Steffan
Soucie & Bolt
William Hansen & Associates
Winthrop & Weinstein
Cameron Law Office
Dorsey and Whitney
Langlais & Schumacher
Shughart, Thomson & Kilroy
Lommen Abdo

Speaking and Training

A major part of our business is speaking and training. Dawn has spoken at the following companies, organizations, and venues, including:

Presenter, Leading Edge Alliance Chicago Conference
Presenter, LMA New England Chapter Conference
Presenter, Massachusetts Society for Certified Public Accountants
Speaker, MSI Legal and Accounting Network Worldwide Conference
Speaker, Legal Marketing Association National Conference
Speaker and Panelist, Association for Accounting Marketing National Conferences
Presenter, Association for Accounting Marketing Minnesota
Facilitator, Driving Rain Series, Minnesota CPA Firms
Speaker, Minnesota Society of Association Executives
Speaker, Minnesota Society of Social Service Association
Speaker, Legal Marketing Association Minnesota
Speaker, Association for Accounting Marketing Wisconsin
Speaker, Council of Independent Professional Consultants Minneapolis
Speaker, Various Chambers of Commerce

Publications / Media

Dawn has been featured in the following press:

Authored the article, "Find and Keep the Best New Talent – Five Proven Methods to Implement Now," which appeared in the July 2008 issue of *Kala*, the official publication of the Hawaii Society of CPAs.

Authored the article, "Be The Go-To Associate In Your Firm," in which she explains how you can demonstrate initiative without working 80 hours a week. This article was published on The Complete Lawyer website.

Dawn authored the article, "Leverage Performance Reviews for Success," which appeared on The Complete Lawyer web site.

Featured in Practical Accountant's Revenue Enhancer's section of the June 2008 issue on how to leverage social networking.

Featured in WebCPA's "Linking In" article, which appeared on their website June 1st. In this article, Dawn gives her feedback to marketing on social networking sites such as LinkedIn, Facebook, Wikipedia and blog search engines like Technorati.

Authored the article, "Beware Of Bloglash," in which she explains how minding your manners in the blogosphere can enhance your sphere of influence. This article was published on The Complete Lawyer website.

Dawn authored the article, "Associates: Build Your Power Base (Contacts) Now!" which appeared on The Complete Lawyer website.

Dawn's article explaining how to use reviews as opportunities to present your accomplishments and reinforce your value – "Leverage Performance Reviews for Success"– was featured on The Complete Lawyer website.

Dawn was featured as an expert of the Expert Audio Series offered by The Silver Group where she addressed the marketing and business development issues faced by young associates today.

Dawn authored the article for Associates on building a power base, "Develop marketing skills that will make you visible and position you for promotion," which was featured on The Complete Lawyer web site.

Authored with article "Increase Your IQ (Intimacy Quotient) with Customers," which appeared in the July 2007 issue of the CPA Practice Management Forum

Featured columnist in the Commentary section of the July 2007 issue of Minnesota lawyer. Her column was titled "Future Rainmakers Should Build Networks Now"

Authored the article "The 10-10-10 Strategy of Marketing," which was featured in the May 2007 issue of the Footnote, the Minnesota Society of CPAs' publication

Featured in the article, "Marketing Magic: Keys to a Winning Proposal," of the February 2007 issue of Practical Accountant

Featured expert at the Minneapolis/St. Paul Business Journal's 1st Friday Workshop in December 2006

PowerUp! interview on November 9, 2006, WCCO TV morning show with Karen Leigh

Co-authored “What Professionals Do Wrong in a Prospect Meeting,” The Law Marketing Portal

Co-authored “Behind Closed Doors: What Professional Service Firms Do Wrong in a Prospect Meeting,” October 2006 issue of CPA Practice Management Forum

Source for a story about PowerUp!, the young professionals networking group that Ingenuity started, featured on the cover of the Daily Life section of the October 11, 2006, Pioneer Press

Featured author of “Proposals that Win,” Strategies column in the July 7, 2006, issue of the Minneapolis/St. Paul Business Journal

Authored “Marketing is not a four letter word,” New Hampshire Society of CPA's e-newsletter

References

Olsen Thielen

Ken Volhs, Principal, 651.481.1785, kvohs@otcpas.com

Alan Holz, HR Manager, 651.486.4536, aholz@otcpas.com

Schechter Dokken Kanter

Andrea Wood, *Formerly Marketing Director of Schechter Dokken Kanter*

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