



**KRISTY GUSICK
INGENUITY MARKETING GROUP, LLC
GROWTH CONSULTANT**

About Our Speaker

Relationship building and marketing strategy come naturally to Kristy Gusick. Be prepared to answer lots of questions when you meet Ingenuity’s growth developer—she loves discovering the hot buttons, then helping business people develop their own winning strategies by connecting to resources at Ingenuity or within her extensive network. She leverages the three Cs: contagious enthusiasm, consensus and collaboration.

The ultimate networker, Kristy has never met a stranger. Known for being a spark that sets a plan in motion, her passion is to unblock barriers, then encourage and motivate others to take the steps necessary to instigate growth within their organizations. Count on Kristy for guidance in connecting with the right people or developing a pipeline to help build a business.

Education

Bachelor of Arts degree in Human Development from Colorado State University.

Association Affiliations

Member of American Council of Engineering Companies (ACEC), Society of Marketing Professional Services (SMPS), Association for Accounting Marketing (AAM), and Fellowship of Christian Business & Professional Women (FCBPW); and current President of Gethsemane School Parent/Teacher League.

Speaking and Training Overview

Kristy has provided trainings, lectures and workshops at companies, organizations and other venues to service professionals and corporate leaders, young professionals, industry organizations and others. The following is a sample of marketing topics:

- Co-presented “Stop Chasing Ambulances: How to Win More When You Decide to Respond to RFPs,” to the Twin Cities Society of Marketing Professional Services on September 7, 2011.

- Webinar on “Win More: How to Improve Your Results When You Respond to an RFP” to MSI Global Alliance’s Marketing Director Forum on January 11, 2011.
- Co-presented “Fill Your Pipeline: 10 Ways to Generate Leads” to AGN members on November 4, 2010.

Recent Publications and Media

Kristy has recently been featured in the following press:

- Wrote an article entitled “Be a Good Loser: Build Prospect Relationships,” for the February 2011 issue of Parameters, a newsletter of the American Council of Engineering Companies of Minnesota (ACEC/MN).

About Ingenuity Marketing Group, LLC (link this to appropriate Ingenuity website page)

Since 1992, Ingenuity Marketing Group has helped professional service providers grow thriving practices and create strong firms through:

- Facilitating firm-wide and leadership retreats and developing mission, vision and comprehensive marketing plans;
- Researching and recommending opportunities and new lines of service and niche markets;
- Creating and implementing marketing and sales tactics showcasing our clients’ expertise.

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