



LIZ KUNTZ
INGENUITY MARKETING GROUP, LLC
MARKETING CONSULTANT

About Our Speaker

No matter where you are, Liz Kuntz knows how to help you take your marketing to the next level. Excellence, not average, is her measure. Liz is a well-traveled and worldly wise, former magazine editor who was promoted to company president of an association management company in just three years. Her unique insights into the world of associations have helped Ingenuity's clients grow fruitful association involvement.

Liz's easy rapport with just about everyone, solid professionalism and knack for clear, precise communication help clarify and articulate a client's marketing needs. Whether you need help managing media strategy, niche marketing, coaching or other projects, Liz can help you figure it out and take things from good to great — and have fun while you're doing it.

Education

Bachelor of Arts in Journalism from the University of Wisconsin

Industry Organizations

President of Minnesota chapter of the Legal Marketing Association; past secretary, Minnesota chapter for Association for Accounting Marketing

Speaking and Training Overview

Liz 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:

- Webinar on "Firm Growth Power Tools: Profitable Niche Marketing," for MSI Global Alliance's Marketing Director Forum, March 16, 2011.
- Co-presented "Fill Your Pipeline: 10 Ways to Generate Leads" for AGN's marketing members, November 4, 2010.

- Webinar on “Association Impact,” for MSI Global Alliance’s Marketing Director Forum, April 28, 2010.

Recent Publications and Media

- Co-authored “How to Plan Cost-Conscious Quality Meetings,” 2009 *Finance & Commerce* Corporate Event & Gift Guide.
- “Making the Most of Your Association Membership,” published in Nov./Dec. MarketTrends, Association for Accounting Marketing newsletter, Minnesota Precision Manufacturing Association and Health Care Administrators Association.

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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