



## biography

### **WENDY NEMITZ** **INGENUITY MARKETING GROUP LLC** **PRINCIPAL**

Wendy Nemitz is the founding principal of Ingenuity Marketing Group LLC; a firm focused on helping professional service providers grow thriving practices and create strong firms. Since 1992, Ingenuity Marketing has been helping CPAs, attorneys, financial service professionals, consultants and other professionals develop their practices by:

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

Wendy has worked in sales and service marketing since 1984. In 1987, she was the first marketing professional at Olsen Thielen, a large local CPA firm in Minnesota. She went on to be the Director of Marketing for Rasmussen Colleges, Minnesota's largest and oldest private two-year college system, before founding Ingenuity Marketing.

Wendy has a Bachelor of Arts degree in communications from the College of St. Catherine in Saint Paul and a Master of Arts in Leadership from Augsburg College in Minneapolis.

#### **Ingenuity Marketing Has Created Solutions For:**

##### Accounting Firms

Olsen Thielen, CPAs and Consultants  
Blanski, Peter, Kronlage & Zoch, CPAs and Consultants  
KPMG  
RSM McGladrey  
Minnesota Society of Certified Public Accountants  
DS&B  
Froehling Anderson  
Carlson Advisors  
HLB Tautges Redpath  
Schechter Dokken Kanter  
Wipfli

##### Service Organizations

Veracity Technology

Fidelity Bank  
New Horizon Child Care  
Hastings Public Schools Foundation  
KidsQuest  
Rasmussen Colleges  
Minnesota Chiropractic Association  
Minnesota Pharmacist's Association  
Ambrion  
City of Eden Prairie  
Caron Chiropractic  
Augsburg College  
David Abramson & Associates Executive Search  
Works in Progress  
Synergy Resources and various psychological services  
State of Minnesota Ombudsman for Corrections  
St. Cloud Technical College

Law / Legal Firms

Fulbright & Jaworski  
Dorsey Whitney  
Winthrop & Weinstine  
Fredrikson & Byron  
Shugart Thomson & Kilroy  
Barna, Guzy & Steffen, Ltd.  
Soucie & Bolt  
Faris & Faris  
Christine Chalstrom & Associates  
William Hansen & Associates  
Minnesota and National Legal Marketing Associations

### **Speaking and Training**

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

Presenter, Leading Edge Alliance Chicago Conference  
Speaker, Professional Services Marketing Association (PSMA) Pittsburg Conference  
Speaker, National Court Reporters Association's Firm Owners Conference  
Presenter, LMA New England Chapter Conference  
Presenter, Massachusetts Society for Certified Public Accountants  
Speaker, AAM Philadelphia Chapter Conference  
Speaker, MSI Legal & Accounting Network Worldwide Conference  
Speaker, Association for Accounting Marketing National Conference  
Presenter, Association for Accounting Marketing Chapters  
Presenter, Legal Marketing Association National Conference  
Keynote Speaker, Working Woman Magazine's Entrepreneur of the Year Awards  
Keynote Speaker and Workshop Presenter, National New Horizon Child Care and KidsQuest Director Retreats  
MC, Keynote Speaker, Workshop Presenter, Women in Business Conferences  
Keynote Speaker, Minnesota Society of CPAs Student Conference  
Speaker, Minnesota Women's Showcase

Speaker, Clemson University's Professional Day for Women  
Presenter on Workplace Issues, Augsburg College Leadership Series  
Facilitator, Firm retreats  
Facilitator, Driving Rain Series, Various CPA Firms  
Workshop Presenter, RSM McGladrey  
Workshop Presenter and Change Management Writer, 3M  
Featured Story Teller, Northland Story Telling Network Celebration

### **Publications / Media**

Wendy has been featured in the following press:

Featured in a Law Practice Today article "How to Botch a Prospective Client Meeting" in June 2008 about how partners can unknowingly ruin a prospect meeting.

Authored book review on David Meerman Scott's book, "The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly," which was published in the Executive Read feature of the St. Paul Pioneer Press.

Authored article, "Developing Power and Influence" which was published in the June/July 2008 issue of *Footnote*, the Minnesota Society of CPAs' (MNCPA) publication.

Authored the article, "The Six Sins of Web Site Design," which appeared in *Strategies – The Journal of Legal Marketing*

Authored, "10 Strategic Marketing Gems Every Small Business Needs," which was published in the Minneapolis / St. Paul Business Journal

Authored, "Law Firm Leaders Should Steer Boat, Not Row," which was published in the July 2007 issue of *The National Law Review*

Authored the article, "Leaning on Others is a Way for Owners to Travel Light," which appeared in the June 2007 issue of *Upsize* magazine

Authored the article, "Niche Development is Marketing Intensive," which was featured in the May 2007 issue of *Legal Marketing Association – Minnesota Chapter's* newsletter

Featured in the May 2007 issue of *Practical Accountant* in the article, "Marketing Magic: Making a Newsletter Work"

Awarded *Upsize Magazine's* Lifeline Award in March 2007

Authored the article, "Secret Shopping Law Firms: The Generational Surprise," which appeared in the *Minnesota Lawyer* in January 2007

"Where are all the Young Rainmakers?" published in *Footnote*, a publication of the Minnesota Society of CPAs and the New Hampshire Society of CPAs Magazines.

"Developing the Next Generation of Rainmakers," *Law Marketing Portal*.

"Leadership Development Programs in CPA Firms," *MarketTrends* and *Minnesota Footnote*.

“Behind Closed Doors,” Law Marketing Portal and CPA Practice Management Report.

“Generational and Gender Differences at Work,” Women on the Move, Ember Reichgott Junge radio program on VoiceAmerica.

### **References**

Blanski, Peter, Kronlage & Zoch  
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Winthrop & Weinstine  
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