



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

**About Our Speaker**

A big-picture strategist, Ingenuity founder and principal Wendy Nemitz inspires leaders and organizations to get beyond the minutiae to focus on the big goals. Wendy is lightning-quick at identifying core themes of her clients' businesses and helping them market these messages in surprisingly effective ways. She will provide you with a process of how to get from A to B to Z, no matter where you are in the marketing and business development process.

As a business development trainer and leadership coach, Wendy travels extensively in the United States and abroad, working with executives, marketing and sales teams and other professionals to help them create a whole-firm marketing and BD process that significantly improves results.

**Education**

Bachelor of Science in Communications from the College of St. Catherine; Masters Degree in Leadership from Augsburg College

**Industry Organizations**

Board member for the Society for Marketing Professional Services; member of the Association for Accounting Marketing and the Legal Marketing Association.

**Speaking and Training Overview**

Wendy 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 recent topics:

- Webinar co-presenter on whole-firm media strategies entitled "Be the Expert: Media Positioning in Pitched, Paid & Proactive Media," October 12, 2011.
- Serving as a panelist on Referral Engine Optimization at the Interactive Marketing for Real Estate Summit in Minneapolis on September 16, 2011.

- Leading a class on Client Ratings for the Minnesota Society of Certified Public Accountants, June 22, 2011.
- “Above Reproach: Protecting Your Firm’s Reputation Using Social Networking, Public Relations and the Internet” at AGN-NA 2011 Regional Meeting in Arizona, May 17, 2011.

### **Recent Publications and Media**

Wendy has recently been featured in the following press:

- Article entitled “Commodity Busters: Four Ways to Move Beyond the Pricing Trap,” *Growth Strategies: the Journal of Accounting Marketing and Sales*, an AAM publication, Fall 2011.
- Article entitled “Pleasure and Pain: Marketing and Sales in the New Economy,” in the BKR International Worldwide Bulletin, May/June 2011.

### **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.

### **Ingenuity Marketing Group, LLC**

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