



JERI T. DENNISTON, SMP

STRATEGIC MANAGEMENT & MARKETING PROFESSIONAL

Your Chief Marketing Officer

A *certified* Strategic Management Professional through the Association for Strategic Planning, Jeri is Denner Group's Marketing Practice Leader.

Jeri works with clients on their strategic planning and marketing efforts which include marketing planning, branding, communications, management processes, and social media and mobile marketing strategies. Since the explosion of social media networking, Jeri has developed an expertise in maximizing the use of inbound marketing tools such as LinkedIn, Facebook, Google Plus, Twitter, Pinterest, YouTube, and others as part of an organization's overall strategic marketing efforts. She has authored several articles and eBooks on social media planning and marketing, among other topics. Jeri also teaches internet and social media marketing through Yavapai College's online FastTrack program.

Over the past seven years, Jeri has facilitated strategic planning, strategic thinking, strategic marketing, and leadership and management training for many board and management groups of both non-profit and for-profit organizations. These include the Italian Catholic Federation, Small Business Development Center – Yavapai College, Prescott Business Assistance Center, Cottonwood Business Assistance Center, Prescott Valley Chamber of Commerce, Tender Hearts Senior Care, San Diego Zoo Global, the National City Chamber of Commerce, San Diego Hispanic Chamber of Commerce, and the Mariachi Scholarship Foundation. In addition, she has co-facilitated strategic planning and systems thinking public workshops for a variety of participants, including leaders from Avon, San Diego North Chamber of Commerce, NASA, SPAWAR, California DMV, Center for Disease Control, Palomar Technologies, and Toledo Metro Parks.

Jeri's additional career experience includes leading strategic marketing and planning efforts to develop new products and markets in the financial, marketing information and publishing industries. She has also utilized her Spanish language skills in the development of cross-border marketing plans, feasibility studies, and divestiture prospectuses for a variety of real estate and manufacturing businesses in Mexico.

Fluent in Spanish, Jeri holds a Masters in International Management from the Thunderbird School of Global Management in Arizona and a Bachelor of Arts in Spanish from Chapman University in California. In addition to her ASP certification, she holds a Gold Mastery Certification in Strategic Management and Group Facilitation Certification from the Haines Centre *for* Strategic Management.

An active community leader, Jeri chairs the ASP National Social Media Team and the Marketing Committee for the ASP San Diego Chapter. She is a certified affiliate of Haines Centre for Strategic Management, a member of the Prescott Valley Chamber of Commerce, co-founder and past Chair of ArtsBusXpress, past VP of the San Marcos Chamber of Commerce, and past president of the San Diego-Tijuana Sister Cities Society.

Jeri is described as **Creative – Insightful – Passionate**



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