

JERI T. DENNISTON, SMP

Professional Biography

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MARKETING & CHANGE STRATEGY EXECUTIVE: Customer-Focused

- Demand generation marketing executive with track record in utilizing a variety of online tools (website, landing pages, blog, articles, videos, social media) to generate traffic, increase visibility, and create online sales.
- Innovative, visionary, future-oriented thought leader and facilitator with strong success in driving and implementing change through new product and new market inception and launch in the publishing, marketing information and financial services industries.
- Exceptional people skills, facilitation, and mentoring resulting in high performance, motivated workers. Sought out as a problem-solver and information resource known for her integrity and accountability.
- Combined advanced business expertise with international education culminating in Strategic Management Professional certification and a Masters of International Management from Thunderbird School of Global Management.

Change Management Facilitation ♦ Social Media Marketing ♦ Process Improvement ♦ Leadership Training
Creative Problem-Solving ♦ Influential Presentations ♦ Innovative Marketing Strategies
Web 2.0 Savvy ♦ Online Social Media Networking ♦ Spanish Fluency

PROFESSIONAL EXPERIENCE

DENNER GROUP INTERNATIONAL, San Diego, CA ♦ Sept. 2005 - Present **Strategic Management Professional / Chief Marketing Officer**

Drive client performance by installing a strategic management process that integrates strategy and actions from the CEO level across and down throughout the organization. Create and execute demand generation online marketing strategies. Facilitate CEO and C-Suite Executive's clarity of purpose by using a holistic, integrated decision-making tool as the foundation for strategic direction and tactical operations. Direct and execute firm's online marketing strategies, including blogs, article marketing, website updates, and social media networking.

Major Contributions:

- Spearheaded online marketing of association webinar series (included blog, PR, website, email, social media)
- Facilitate for profit and non-profit Board planning and change management retreats
- Design workshops using systems thinking patterned after The Dream Manager and E-Myth
- Co-lead workshops on strategic planning, management, and cultural change
- Coach CEOs and executives in strategic management and strategic marketing processes
- Develop and execute Web 2.0 marketing strategies
- Teach social media marketing classes online

THE SAN DIEGO UNION-TRIBUNE, San Diego, CA ♦ 1996–2005

Various management positions in Marketing and Community Relations

Primary community leadership force in the highly competed North San Diego County area and the Latino community County-wide, propelling community involvement from negligible to more than 30 events annually. Collaborated with Circulation, Advertising, and Internet divisions to drive sales and traffic for both print and online divisions.

Major Contributions:

- Negotiated and directed the first wide-spread bench mark study of the San Diego Latino market.
- Chaired the Latino Initiative, one of the paper's four enterprise-wide core strategies.
- Facilitated brainstorming and planning sessions for two key initiatives.
- Increased the paper's support of multicultural communities by 120%.
- Generated a 346% increase in North County community exposure and involvement.
- Pioneered and Implemented revenue-generating events marketing initiatives.

DENNER GROUP INTERNATIONAL, San Diego, CA • 1992–1996

Co-Owner / Director Marketing & Communications

- Produced market studies, feasibility studies, and prospectus divestitures for a variety of small and medium-sized US and Mexican clients in English and Spanish.
- Facilitated employee productivity, communication, and work styles interaction using the Kolbe method of Conative Behavior Analysis.

EQUIFAX NATIONAL DECISION SYSTEMS, San Diego, CA • 1987–1992

Director Market Planning

- Successfully enhanced client relationships through conferences, trade shows, newsletters and public relations activities.
- Integral member of target market segmentation product team: named segments, directed PR activities
- Orchestrated innovative strategies to reduce marketing expenses while driving revenue and increasing media exposure.
- Increased client conference attendance threefold while reducing expenses 50% year over year

Career note:

Additional professional background includes roles as Director of Marketing for a small bank and VP of Marketing for a regional, multi-state banking organization. Primary focus was on new product and market development. Details upon request.

EDUCATION

- **Master's in International Management - Marketing/Advertising (4.0 GPA)**
Thunderbird School of Global Management, Glendale, AZ
 - **Bachelor of Arts, Spanish (4.0 GPA)**
Chapman University, Orange, CA
 - **Strategic Management Professional** certification through Association for Strategic Planning
 - **Master Consultant Certificate in Strategic Management**
Haines Centre for Strategic Management, San Diego, CA & University of San Diego
 - **Certificate in Group Facilitation**
Haines Centre for Strategic Management, San Diego, CA & University of San Diego
 - **Certificate in Reinventing Strategic Planning**
Haines Centre for Strategic Management, San Diego, CA & University of San Diego
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AFFILIATIONS / AWARDS / ARTICLES & BOOKS

Prescott Valley Chamber of Commerce	2013 - Present
San Diego North Chamber of Commerce	2008 - 2010
South County Economic Development Council, member	2004 - 2009
ArtsBusXpress Co-Founder, Chair, Marketing Committee	2002 - 2009
American Marketing Association of San Diego	2001 - 2003
YWCA TWIN Award recipient	2000
San Marcos Chamber of Commerce, Vice President Special Events	1996 - 1999
San Diego County Hispanic Chamber of Commerce	1986 - 2009

Articles:

Employee Satisfaction a Critical Component of Success
Social Media Planning – A Systems Thinking Approach®
Disaster Preparedness – How Ready Are You?
Create a Strategic Life Plan as a Road Map to Your Future

eBooks:

Baby Boomers: the Emerging Market, Creating Baby Boomer Relevance in a Social Media World
Social Media Tips: A How-To Guide for the Top 6 Sites