

Jeanette McMurtry

Jeanette McMurtry MBA, APR

Jeanette McMurtry is an international authority on emotionally-based marketing and customer engagement strategies for businesses in all industries. Her messages on how to get inside the minds of your customers to influence purchases, brand loyalty, and ignite passion for brands have earned high reviews from audiences around the world, and inspired marketers in all industries.

Jeanette's presentations blend current consumer psychology research, trends, humor and inspiration in a way that secures repeat invitations and top ratings from audiences worldwide. What sets her apart is not only fascinating facts, data and case studies, but her ability to show audiences how to take these high level concepts and turn them into actionable, affordable marketing tactics that get results.

Jeanette recently completed a 5-country tour in the Asia Pacific, from Auckland New Zealand to Shanghai China for Fuji Xerox. In addition to speaking, Jeanette is a columnist for several publications throughout the U.S. and Australia. She is a former radio talk show host for Voice America and is a frequent presenter for the Direct Marketing Association's international conferences, American Marketing Association events nationwide, Xerox, MD Publishing and other professional groups.

About Jeanette McMurtry:

For 20 years, Jeanette Maw McMurtry, MBA/APR, has been helping businesses of all sizes develop and execute successful marketing and customer engagement strategies for building brand equity and lifetime sales among key customers. Her specialty areas include health care, high tech, printing/variable data, finance, travel and hospitality.

Jeanette is the author of *Big Business Marketing for Small Business Budgets* (McGraw-Hill 2003), a former national radio talk show host, a frequent keynote presenter, columnist, and industry expert for media. Jeanette was featured in Forbes.com's Ask an Expert column on direct marketing, and writes regularly for various publications, including the *Denver Business Journal*. She has won numerous awards for excellence and results in health care marketing, and is a recognized authority in direct marketing.



Jeanette is a popular presenter at business conferences, speaking regularly at marketing conferences for the Direct Marketing Association (DMA) and a keynote presenter at direct marketing workshops hosted by Xerox and other national organizations. She presents to standing-room-only audiences and secures “back by popular demand” invitations for her enlightening sessions on “Moving from USPs to ESPs - Capturing Lifetime Value through Emotional Marketing Strategies” which discuss her unique approach to creating emotional selling propositions vs. unique selling propositions. Her presentations on financial services is particularly interesting as it includes some fascinating information about behavioral economics and investors’ irrational behavior that most people have not been exposed to.

Jeanette is the principal and Chief Strategy Officer for e4marketing, a consultancy involving several seasoned professionals in marketing, product launches, public relations, interactive media, design, and more. She and her team help clients build emotionally relevant and fulfilling brand experiences through innovative communications, promotions, loyalty programs, and customer service/engagement training programs. Prior to e4marketing, she was Chief Strategy Officer for a marketing partnership, Chief Marketing Officer for a direct marketing agency, and held marketing positions with American Express, Ketchum Public Relations, and DDB Worldwide Communications.

Companies served include HealthONE’s Colorado flagship facility, The Medical Center of Aurora, American Express, Xerox, MapQuest, Arthur Andersen, Slifer Designs, Physician Health Partners, Apexx Medical Equipment, WestStar Bank (now US Bank), LearnFrame (software company), Energy Central (a trade association), construction firms, and many more leading organizations in a variety of industries.

Jeanette McMurtry holds an MBA with a marketing emphasis and earned accreditation in public relations by the Public Relations Society of America (PRSA).

Jeanette McMurtry talks about:

- Moving from USPs to ESPs: Boosting Customer Value through Emotional Selling Propositions
- Building Trust Equity to Boost Lifetime Value and Sales
- Get Inside the Minds of Your Customers and Get Lifetime Results
- Big Business Marketing for Small Business Budgets (Based upon book published by McGraw Hill)

Jeanette’s presentations are much more than theory and funny stories. They offer ‘how to’ ideas, tactics and strategies that can be easily and affordably executed by any level of marketing professional.

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