

Jen DeTracey Biography

Jen DeTracey is a strategic alchemist and one of Canada's top marketing experts. She has authored two books, speaks professionally and consults with business owners primarily in the intangible service sector. Jen has nearly two decades of strategic marketing experience.

Jen DeTracey is the founder of LIFT Strategies Inc. Prior to LIFT Strategies, Jen owned and operated Buzz Marketing and Consultants.

In the past eight years, Jen DeTracey developed the LIFFT™ Process. LIFFT™ is a five-step strategic marketing process that helps businesses accelerate their growth, and manage that growth without overextending their people and their resources.

Prior to business ownership, Jen DeTracey was the marketing strategist for Sarah McLachlan's record label Nettwerk Records, then joined the Virgin Entertainment Group and launched Canada's first Virgin Megastore in Vancouver. At the tail end of the 1990s, DeTracey was recruited for a booming dot.com business.

In 2003, Jen was rated top instructor at Langara College as part of its General Certified Business Program. In 2005, she developed Speed Marketing, a one-day intensive program for successful entrepreneurs.

Jen has also authored many articles over the years and has been published by the Burnaby Board of Trade, NECSI (Network Equipment & Communications Systems Integrators Association), *Business In Vancouver*, and *Company of Women Magazine*.