

## Jen DeTracey – Short Intro

Jen DeTracey is a strategic alchemist and one of Canada's top marketing experts. She is the author of two books, a professional speaker, and a consultant to business owners across a broad range of industries. She brings nearly two decades of strategic marketing experience to the table.

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

Jen DeTracey spent the formative years of her marketing career in the music business as the VP of Marketing for Sarah McLachlan's record label Nettwerk Records and then as West Coast Marketing Manager for the Virgin Entertainment Group for North America.

Today Jennifer will share with us **The 5 Marketing Essentials To Getting 50% More "LIFFT."** Please join me in welcoming Jennifer DeTracey.