

Testimonials - Jen DeTracey

Consulting

Jen's strengths lie in understanding what I want, conceptualizing new ideas, and in guaranteeing proper implementation.

Robert Koby, Owner
Vancouver Gas Fireplaces

We have been working with Jen DeTracey at Lift Strategies for 6 months now. We are very pleased with her professionalism and commitment to our business. Working with Jen is like having a Mentor and business partner at the same time. With Jen's help, we have noticed a consistent increase in our business each month. We would recommend the services of Lift Strategies to any small business wishing to get a "Lift" to the next level".

Paul and Barbara Rasmussen, Owners
Sofa So Good, Vancouver, BC

Her ability to... create clarity and focus is an absolute gift. The word marketing is so misused and so misunderstood but Jen DeTracey understands virtually every aspect of it and can truly work at a strategic level to help you where you are now.

Howard Olsen, Owner
High Output Training

We really appreciate Jen DeTracey's strategic expertise, clear communication style and proactive follow-through. Plus, the focus and accountability she brings gives us the confidence and motivation to take forward steps. There's a real peace of mind knowing that we have Jen DeTracey thinking on our behalf!

Ryan Thompson, Co-owner
Twin Fish Creative

Jen DeTracey was involved in strategic decisions pertaining to the growth of the organization as well as instituting a number of initiatives that increased O'My Product's bottom line.

Andreas Maulhardt, President
O'My Products

Consulting

Jen DeTracey ... exceeded our expectations. We highly recommend her to other organizations who are experiencing growth yet do not have all the marketing infrastructure and systems in place to manage that growth effectively.

John Thompson, Co-owner
TP Systems

Lift Strategies was able to work with our budget and schedule, and with a very quick turnaround time, delivered a solid plan that combined a strategy with practical steps for implementation. As a result of this action plan and support, VIVO has seen an increase in program registration, and has been benefiting from a rise in monthly revenues.

Katherine Lee, Administrator + Development Coordinator
VIVO Media Arts Centre

... This year's festival was a big success. I highly recommend Jen DeTracey. We discovered that working with LIFT Strategies has made a huge impact in the speed in which our organization can grow.

Drew Denis, Executive Director
Out on Screen

Speaking

It has been a pleasure working with Jen DeTracey. She has more than met my expectations and I look forward to hiring her for future conferences. I highly recommend her to other organizations that are experiencing change. She is both an excellent speaker and consultant.

Joy Becker, Executive Director
Options

Jen DeTracey kept attendees engaged with her high level of energy and enthusiasm.

Darlene Gering, CEO
Burnaby Board of Trade

As one of the organizers of the Canadian Association of Professional Speakers' (CAPS) "The Speaking Business From a Woman's Perspective" event, I was very pleased with our roster of top-notch speakers and how each presentation complemented one another.

I'd highly recommend Jen for any group that wants to learn much more about marketing and how it can help their business.

**Stephen Hammond, President
CAPS Vancouver**

I was impressed by how intuitive and adaptable Jen DeTracey was in her ability to understand our needs. We had a significant management shift two days prior to our full-day brand discovery session. Jen was able to adjust the program to deal with the emotional climate and the sensitivities of the participants in the room.

**Terence Little, Communications Chair, Board of Directors,
The Centre**

During our biggest snowstorm of the year, Jennifer DeTracey of LIFT Strategies was in Ottawa to provide the Women's Business Network with an excellent presentation on "The 5 Marketing Essentials". Her advice was clear and straightforward, as she offered strategies that even the most unseasoned, nervous marketer could apply with confidence.

**Jennifer Radley, Chair, Program Committee,
Ottawa Women's Business Network**

Jen's breakout session was so popular during the pre-registration period, we arranged for her to present in a larger space at the conference.

**Monica Lust, Executive Director
BCCCA**

Jennifer DeTracey is a true marketing strategist who knows how to effectively communicate her 5-step process to all kinds of audiences. She is personable, gives great examples, useful tips and makes the learning process fun. I highly recommend Jennifer.

**Carla Rieger, Owner
Artistry of Change**

A true alchemist - Jen De Tracey demystified marketing for me! Her LIFFT strategy provides me with a clear focus and a recipe to get the most from my marketing hours. Jen's presentation was energizing and fun. Her 'can do' attitude encourages me to step up and LIFFT™.

**Sue Smarkala, B.Math, A.T.C.
Professional & Life Coach**

Jennifer DeTracey delivers a power-packed presentation. I have heard many speakers over the years and I was very impressed with her. She has the ability to hold audience attention while providing a dynamic, well-prepared and polished presentation. Her ability to combine PowerPoint slides with antidotes was seamless.

**Pauline Penner, Franchise Owner
THE original basket boutique**

Jennifer DeTracey's LIFFT Process™ presentation is a tribute to her marketing expertise. Jennifer taught me marketing your business while critical to your business success doesn't have to be complicated or overwhelming. I left her interactive keynote armed with a process that's both strategic and simple to execute, and was inspired by her passion!

**Lisa Caswell, CEC ACC, Being A Better Leader
Organizational Consultant and Executive Coach**

Jennifer's expertise and engaging personality has been a critical part of the Burnaby Board of Trade's strive for business excellence.

We can count on Jennifer to make our events successful, and always look forward to the next time we can work with and learn from her.

**Jason Wong, Events & Sponsorship Manager
Burnaby Board of Trade**

I enjoyed your presentation and found it to be one of the most valuable that I've attended.

**Heather Hughes, International Author, Speaker and Leadership Trainer
Heather Hughes & Company**