

Why Hire Jen DeTracey?

1. She is one of Canada's Top Marketing Strategists.
2. She keeps it Simple, with the LIFFT™ Process.
3. She Engages and Retains.
4. She is a Mind Shifter.
5. She is an Action Master.

Jen DeTracey's nearly two decades of strategic marketing experience combined with her consulting background in retail, wholesale, distribution, manufacturing, education, non-profits, business-to-consumer services and business-to-business services makes her an expert in the field.

Jen DeTracey takes complex ideas and breaks them down into simple, easy-to-understand concepts. This applies to her trademarked LIFFT™ Process. LIFFT™ is a proven 5-Step Strategic Marketing Process that acts as a positive reinforcement for experienced marketers, while being significantly easy to assimilate for first timers in the marketing game.

Jen DeTracey loves helping people succeed. She is sincere and honest, while injecting subtle humour into her keynotes and seminars. Jen collaborates with the energy of the people in the room and then works with this energy to engage and retain active audience participation.

Jen DeTracey is a Strategic Alchemist. This means she has a natural gift to present ideas in such a manner that even the resistant are often able to shift their perspective during her keynotes and seminars through experiencing an "aha" moment.

Jen DeTracey is action-oriented and works with clients who are motivated to take steps towards accelerated growth. Whether Jen is consulting directly with a client or presenting to an audience, the focus always wraps up by moving ideas into action.