



# ENGELINA JASPERS

*Author ■ Speaker ■ Collaborator*



[www.marketingflexology.com](http://www.marketingflexology.com)



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## Outsmart change. Future-proof your career.

### POPULAR PRESENTATION TOPICS:

#### **Never Let a Crisis Go to Waste**

*Learn to not only survive but THRIVE from the next crisis du jour*

#### **Don't Just Change, Create a Movement**

*Lead the "next chapter of great" by sparking a movement for your brand or change initiative*

#### **Marketing at the Speed of Business**

*Future-proof your organization, your team and your career with this proven marketing framework*

#### **When You're Thrown a Curveball**

*Boost your organizational, personal and lifelong learning agility... and watch the career magic happen*

#### **cAN yOu hEaR mE?**

*Claim your seat at the executive table by speaking the language of a business-first leader*

### AVAILABLE FOR:

Keynotes

General and breakout sessions

Full- and half-day workshops

Panel discussions

Individual and group collaborations

*Riding the reinvention rollercoaster—with its ups and downs, unexpected twists and turns, and blood-curdling screams—is a choice, but not a requirement. There IS a better way.*

A management change, new competitor, market consolidation, acquisition or divestiture, disappointing quarter or new business direction can disrupt our best-laid plans. How we respond to unexpected upheaval can determine our success or failure.

Over a 30-year career I experienced my share of revolving-door CEOs, business course-corrections, and reinventions. Across all my VP leadership roles—marketing, brand strategy, environmental sustainability, corporate communications—none escaped disruption. After being tapped to lead several company-wide transformations, I became a student and teacher of business and career agility.

I learned what separates the winners—those who retain their budgets, their teams, their standing and their jobs—from the losers. I also uncovered a unique mindset that only winners possess. Today I share these experiences with mid-career professionals in my workshops, presentations and collaborations so you, too, can anticipate and prosper from unplanned change.

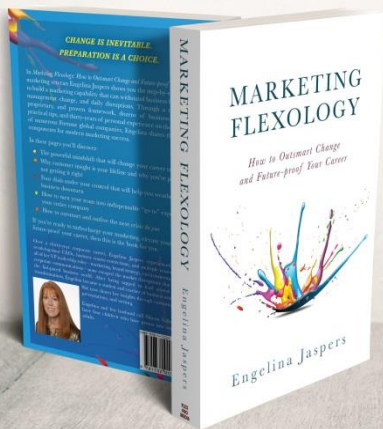
Whether you're building a new team, expanding an existing one, downsizing or transforming, I help you stay ahead of the transformation curve.

Change is inevitable, but preparation is a choice. Book me today.

Learn more at [www.marketingflexology.com](http://www.marketingflexology.com).

*Learn the essential components for modern marketing success.*





# MARKETING FLEXOLOGY:

## *How to Outsmart Change and Future-proof Your Career*

An indispensable step-by-step guide for creating a dynamic and resilient marketing organization.

Turn business upheaval into career success.

### EARLY PRAISE FOR MARKETING FLEXOLOGY:

*“Kodak, Nokia, BlackBerry and many other famous brands have lost their luster because they were resistant to change. A dose of Marketing Flexology could have saved them.”*

—Al Ries, author, *Positioning: The Battle for Your Mind*

*“Whether you are marketing a brand, a company or yourself, Engelina Jaspers’ insights are smart, informed and can be put to work right away. If you dare to succeed, put Marketing Flexology at the top of your books to read.”*

—David Sable, Global CEO, Y&R

*“Engelina Jaspers has written a must-read for marketers searching for strategies and an action plan to embrace and embolden change within their organizations and throughout their career...Read this book – and learn from one of the best.”*

—Chris Curtin, Chief Brand Officer, Visa

*“Engelina Jaspers redefines the role of marketing in today’s customer-centric hyper-speed world. If you want to keep ahead of disruption, Marketing Flexology will show you how.”*

—Vyomesh (VJ) Joshi, CEO and President, 3D Systems

With every corner of every industry being disrupted, ENGELINA JASPERS shows business leaders how to build a nimble marketing organization with customer insights and speed to execution at its core.

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