

JERI T. DENNISTON

7640 E. Fire Fly Way Prescott Valley, AZ 86315 ~ (858) 603-3425 ~ jeri@dennergroupp.com

STRATEGIC MARKETING | RESULTS-DRIVEN | CHARTING NEW PATHS

Strengths: Ideation Arranger Maximizer Learner Futuristic

- Innovative, visionary leader, passionate about blazing new paths, with strong success in driving and implementing change through goal-setting, strategy implementation, and new market development and launch.
- Talented communicator with exceptional people skills and mentoring resulting in high-performing, motivated workers. Sought out as a problem-solver and information resource known for her integrity and accountability.
- Combined advanced business expertise with international education culminating in strategic management certification and a Master of International Management from Thunderbird School of Global Management.
- Web 3.0 savvy with a focus on using social media marketing to attract clients, customers, and website traffic through blogs, social media, ezines, and online and offline relationship management.

Strategic Marketing Business Planning Digital Marketing Strategy / Change Management Systems Thinking
Group Facilitation Communications Relationship Management Influential Presentations Spanish Fluency

PROFESSIONAL EXPERIENCE

DENNER GROUP INTERNATIONAL, San Diego, CA • 2005-Present **Strategic Management Professional / Chief Marketing Strategist**

Coach business owners to help them create business plans and forecasts, create and implement marketing strategies, and provide overall business mentorship. Provide leaders at all levels with tools to improve and sustain communications, teamwork, and productivity. Train and coach business owners and teams in the latest business and digital marketing tools and techniques to achieve business goals.

Major Contributions:

- Coach and mentor business owners from start-ups to mid-level business operations from business planning to leadership development, website development, branding, and digital marketing strategies.
- Co-lead workshops on strategic thinking, planning, and digital marketing processes.
- Coach and train clients to use social media as part of their attraction marketing process.
- Lead the company's practice in strategic and digital marketing.
- Train CEOs, executives, managers, and staff in strategic management processes to enhance personal productivity, growth, and continual improvement.
- Facilitate for-profit and non-profit Board planning retreats.

MARICOPA SMALL BUSINESS DEVELOPMENT CENTER, Phoenix, AZ • April 2022-November 2023 **Certified Small Business Advisor**

Coached and mentored small business owners in all facets of business operations covering launching, growing, and sustaining their business. Acted as the center's expert on using the LivePlan business planning tool to create business plans and 3 to 5-year forecasts. Presented webinars on various topics such as Business Model Canvas, Marketing Your Business, Website Development, Chat GPT, and others. Managed a book of 100+ clients while working part-time. Received certifications as a LivePlan Master Consultant, a NAV-certified financial expert, and recertification as a Small Business Advisor.

YAVAPAI COLLEGE SMALL BUSINESS DEVELOPMENT CENTER, Prescott Valley, AZ • June 2017-July 2021 **Center Director**

Created and led a team of four business advisors to assist small business owners in launching, growing, sustaining, and transitioning their business. During my tenure, our center exceeded all its goals for job creation, jobs retained, owner investment and funding, and sales increase. We trained and coached business owners and their teams in the critical aspects of managing a small business. This included legal formation, business and operations planning, marketing and sales, hiring staff, leadership skills, and more. We provided access to free and low-cost tools and resources to assist small business owners in growth strategies, sustainability, and exit strategies.

Developed a High Performing Team:

- ★ \$10.8 million in capital | \$4.5 million in sales increase | 143 new jobs | 158 jobs retained | 47 new business starts
- ★ 2020 Arizona State SBDC Award for Economic Impact
- ★ 2019 state and national Small Business of the Year award winner by both the SBA and the AZ SBDC network
- ★ 2019 recognition as a Center of Excellence by the AZ SBDC network
- ★ 4 certified Small Business Advisors, 3 certified in LivePlan, 2 certified in Profit Mastery, 4 certified in GrowthWheel

THE SAN DIEGO UNION-TRIBUNE, San Diego, CA • 1996–2005

Various management positions in Marketing and Community Relations

Wrote the business plan and launched the Spanish language weekly, Enlace. Directed the investigation and analysis of new market opportunities to serve multicultural communities. Collaborated with News, Circulation, Advertising, and Internet divisions to drive sales and traffic for both print and online divisions. Worked with Human Resources, Corporate Communications and Information Technology departments to celebrate employee successes, showcase awards, and communicate department activities to internal clients. Primary community leadership force in the highly competitive North San Diego County area and the Latino community County-wide, propelling community involvement from negligible to more than 30 events annually.

Major Contributions:

- Chaired the Latino Initiative, one of the paper's four enterprise-wide core strategies.
- Negotiated and directed the first wide-spread benchmark study of the San Diego Latino market.
- Pioneered and Implemented revenue-generating events marketing initiatives.
- Increased multicultural event sponsorships 120%.
- Increased subscription sales opportunities 120%.
- Established the first awards and recognition site to showcase employee achievements.

DENNER GROUP INTERNATIONAL, San Diego, CA • 1992–1996

Chief Marketing and Social Media Strategist

- Collaborated on market studies, feasibility studies, and prospectus divestitures for a variety of small and medium-sized US and Mexican clients in English and Spanish.
- Directed online marketing strategies, including website management and updates
- Facilitated strategic planning retreats for Fortune 500 and small business organizations and non-profits
- Facilitated employee productivity, communication, and work style interaction using the Kolbe method of Conative Behavior Analysis.

Career note:

Additional professional background includes roles as Director of Market Planning for Equifax National Decision Systems, AVP/Director of Marketing for a small Arizona bank, and VP of Marketing for a regional, multi-state banking organization. Details provided upon request.

EDUCATION

- **Certified Constant Contact Partner**
- **Certified LivePlan Strategic Advisor**
- **Certified Small Business Advisor with added certifications in GrowthWheel and NAV**
- **Master Consultant Certificate in Strategic Management**
Haines Centre for Strategic Management, San Diego, CA & University of San Diego
- **Certificate in Group Facilitation**
Haines Centre for Strategic Management, San Diego, CA & University of San Diego
- **Certificate in Reinventing Strategic Planning**
Haines Centre for Strategic Management, San Diego, CA & University of San Diego
- **Master's in International Management - Marketing/Advertising (4.0 GPA)**
Thunderbird School of Global Management, Glendale, AZ
- **Bachelor of Arts, Spanish (4.0 GPA)**
Chapman University, Orange, CA
- **Certification in Applying the Quality Matters Rubric**

AFFILIATIONS / AWARDS

Prescott Chamber of Commerce Award for Excellence in Economic Development - 2020
Prescott Valley Chamber of Commerce Award for Leadership Excellence - 2020
Arizona SBDC Economic Impact Award 2020 and Center of the Year 2019
Prescott Valley Chamber of Commerce, member 2013 - Present