



Jennifer Lingerfelt, Business Marketing Consultant
Core Innovation Coaching

Jennifer Lingerfelt is a respected professional Marketing Manager with 10+ years experience in: product development, research analysis, advertising, promotions, social networking strategy, competitive positioning, trend analysis, B2B marketing, consumer targeting, professional coaching, and training and development.

Jennifer is known for achieving double-digit profit gains representing over \$15M in total revenue, winning multiple awards through: marketing campaigns, advertising sales, new product launches, new client acquisition, and implementation of new business models.

Jennifer is passionate about developing innovative global products and services that enhance customer experience and strengthen the company's competitive advantage. She approaches each project with passion and dedication to excellence. Jennifer has a reputation for being pro-active and positive, a quick learner, skilled presenter, trainer and public speaker, with strong analytical and organizational skills.

Jennifer has a Bachelor's degree in Marketing, completed coursework in a Business Masters program at the University of Florida, and has researched European business and marketing practices at Universitat Pompeu Fabra in Barcelona, Spain.

Areas of Expertise

- Product Development
- Market Research
- Brand/Product Marketing
- Business Planning
- Strategic Marketing
- Advertising Sales
- Client Presentations
- Full Product Life-Cycle
- Competitive Analysis & Positioning
- Cross-functional Team Collaboration & Supervision
- Print / Digital / Web Campaigns
- Promotions
- Press Releases
- Direct Mail Campaigns
- Web Site Development & Maintenance
- Training and Development

Recent Assignments

- Developed new products, services, and business models for clients resulting in \$1M incremental sales.
- Provided start-up marketing and business development for CGS firm based in Denmark; working directly with founder on market assessment, product development, product marketing, and launch strategy.
- Revamped marketing and product offerings for new division of established firm, achieving 100% increase in revenue through implementation of a new business model, optimized profit streams, new brand imaging, and a restructured target market strategy.
- Developed strategy and implementation of corporate program resulting in \$7.5M corporate-wide savings.
- Developed funding and investment strategy for Biotech Consulting Group achieving \$250K angel investment.
- Managed end-to-end product development and marketing strategies for a new magazine achieving \$200K advertising commitment.
- Chosen to present at the Great Ideas in Leadership Conference and American Creativity Association International Conference on Idea Generation Techniques and moving ideas into reality.

Education and Professional Affiliations

- Master's of Science in Entrepreneurship, University of Florida
- Study abroad: Business, Universitat Pompeu Fabra
- Professional Coach Certification, International Coach Academy
- B.S: Business and Public Administration, Marketing Management, Old Dominion University
- Graduate Certificates in Educational Technology, University of Florida

Contact Information

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