



JENNIFER STANSBURY

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EASTERN EDUCATION

As a kid Jennifer Stansbury enjoyed the great outdoors of the Pacific Northwest, but went to college at Cornell, where she double majored in Political Science and French. She spent her junior year studying abroad in France and after graduation continued moving east, working in the economics research department of a large French bank in Paris.

MARKETING WITH AN M.B.A.

Her first marketing job was in New York City in the financial services industry. Finding the prospect of marketing complex financial products to institutional investors a bit dull, she decided to attend Kellogg's reputed MBA program to get some classical marketing training before committing herself to her great jobs in consumer marketing and a west coast return; there she secured brand management positions at Clorox in Oakland, and later American Pacific -- a leading home textiles company. Later she became a mother and entered the world of consulting after the birth of her second child.

A CROSS-FUNCTIONAL CONSULTANT

Jennifer's expertise spans across online marketing, product marketing, project management, market research, customer retention, and marketing communications. Her messaging work has included email, web, direct response, PR, sales and support, retailer, packaging, and in-product messaging, among others. Colleagues consistently identify her as being ardently results oriented, highly organized, a clear communicator, and exceptional at identifying and prioritizing key tasks. In sum: a very positive person to work with who likes to make the work lives of her clients easier. Jennifer is a self-described doer who loves to take a strategy, devise a plan for execution, and get it done.

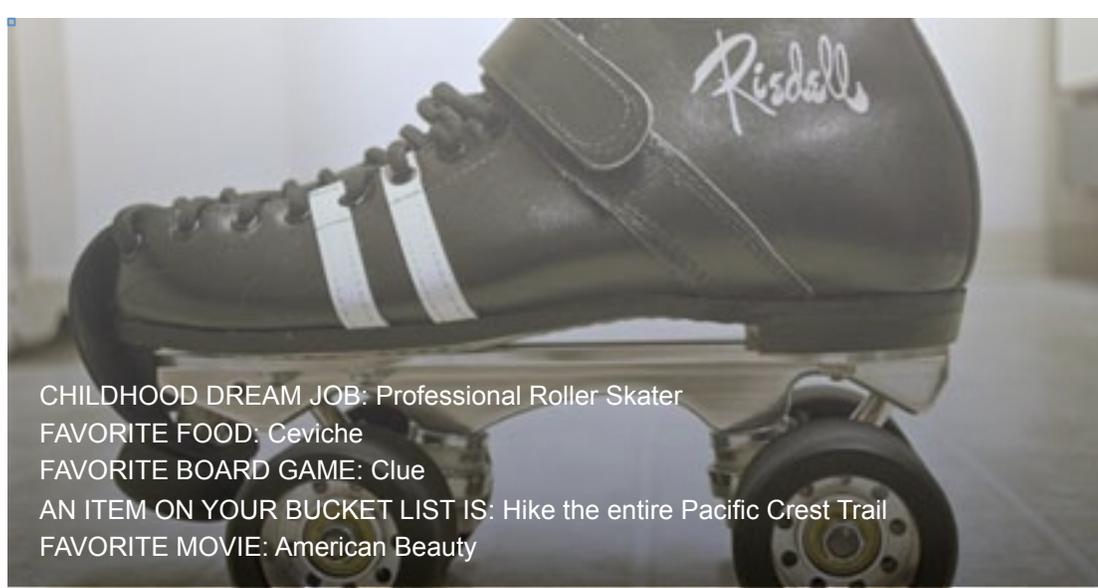
A GLOBE-TROTTER EXPLORER

When not in the office, she loves to explore; an avid hiker, skier, and reader, her greatest joy is seeing remote corners of the world. Rwanda and Burma currently top her wish list, a visit to Ecuador and the Galapagos Islands is in the works, and recent trips include stops in Fiji, Peru, and Tanzania. Not long ago was one journey she'll never forget; she finally got to take her two children to Europe to visit family on a brand new Oakland to Stockholm route. The aircraft? Fittingly: The Dreamliner.

WHAT OUR CLIENTS HAVE TO SAY ABOUT JENNIFER STANSBURY

"It's a great pleasure to work with Jennifer. She is results-driven and quickly comes up to speed on new projects and makes immediate and lasting contributions. She regularly showed great adaptability and flexibility while managing several different business channels."

—Steve Komlos | Adobe



CHILDHOOD DREAM JOB: Professional Roller Skater
FAVORITE FOOD: Ceviche
FAVORITE BOARD GAME: Clue
AN ITEM ON YOUR BUCKET LIST IS: Hike the entire Pacific Crest Trail
FAVORITE MOVIE: American Beauty

CORE SKILLS

Online Marketing
Product Marketing & Management
Project Management
Market Research
Customer Acquisition & Retention
Messaging and Communications

RELEVANT EXPERIENCE



popchips

Managed packaging, core brand strategy, pricing, and national roll-out for initial launch for what is now a highly successful healthy snack brand in a very competitive category.



Intuit

Program managed all marketing communications for QuickBooks Service Discontinuation policy; developed programs and promotions for alternate channels.

WORK HISTORY

Consultant: 2007-now
American-Pacific Enterprises: 2004-2007
The Clorox Company: 2001-2004
Oppenheimer Capital: 1995-1999

CREDENTIALS



MBA, Kellogg School of Management, Northwestern University
BA, Political Science & French, Cornell University