



biography

WENDY NEMITZ
INGENUITY MARKETING GROUP LLC
PRINCIPAL

Wendy Nemitz is the founding principal of Ingenuity Marketing Group LLC; a firm focused on helping professional service providers grow thriving practices and create strong firms. Since 1992, Ingenuity Marketing has been helping CPAs, attorneys, financial service professionals, engineers, consultants and other professionals develop their practices by:

- Developing powerful and targeted marketing strategies, positions and brands
- Researching opportunities and recommending new lines of service and niche markets
- Creating and implementing marketing and sales tactics that showcase our clients' expertise, including fresh brands, websites, collateral materials and PR
- Training and coaching professional service providers in practice / business development, leadership, effectiveness and sales skills

Wendy has worked in sales and service marketing since 1984. In 1987, she was the first marketing professional at Olsen Thielen, a large local CPA firm in Minnesota. She went on to be the Director of Marketing for Rasmussen Colleges, Minnesota's largest and oldest private two-year college system, before founding Ingenuity Marketing.

Wendy has a Bachelor of Science Degree in Communications from the College of St. Catherine in Saint Paul and a Master of Arts in Leadership from Augsburg College in Minneapolis. She serves as a board member for the West Side Safe.

Ingenuity Marketing Has Created Solutions For:

Accounting Firms

Olsen Thielen, CPAs and Consultants
Blanski, Peter, Kronlage & Zoch, CPAs and Consultants
KPMG
RSM McGladrey
Minnesota Society of Certified Public Accountants
DS&B
Froehling Anderson
Carlson Advisors
HLB Tautges Redpath
Schechter Dokken Kanter
Wipfli
TK Advisors

Service Organizations

Veracity Technology
Fidelity Bank
New Horizon Child Care
Hastings Public Schools Foundation
Minnesota Chiropractic Association
Minnesota Pharmacist's Association
Ambrion
City of Eden Prairie
Caron Chiropractic
David Abramson & Associates Executive Search
Ambrion
Works in Progress
State of Minnesota Ombudsman for Corrections
St. Cloud Technical College

Law / Legal Firms

Fullbright & Jaworski
Dorsey Whitney
Winthrop & Weinstine
Fredrikson & Byron
Shugart Thomson & Kilroy
Barna, Guzy & Steffen, Ltd.
Soucie & Bolt
Champion Law
William Hansen & Associates
Minnesota, Regional and National Legal Marketing Associations

Speaking and Training

A major part of our business is speaking and training. Wendy has spoken at hundreds of companies, organizations and venues, including:

Presenter, Leading Edge Alliance USA Conference and European Conference
Speaker, Professional Services Marketing Association (PSMA) Pittsburg Conference
Speaker, National Court Reporters Association's Firm Owners Conference
Presenter, LMA New England Chapter Conference
Presenter, Massachusetts Society for Certified Public Accountants
Speaker, AAM Philadelphia Chapter Conference
Speaker, MSI Legal & Accounting Network Worldwide Conference
Speaker, Association for Accounting Marketing National Conference
Presenter, Association for Accounting Marketing Chapters
Presenter, Legal Marketing Association National Conference
Keynote Speaker, Working Woman Magazine's Entrepreneur of the Year Awards
Keynote Speaker and Workshop Presenter, National New Horizon Child Care and KidsQuest Director Retreats
MC, Keynote Speaker, Workshop Presenter, Women in Business Conferences
Keynote Speaker, Minnesota Society of CPAs Student Conference
Speaker, Clemson University's Professional Day for Women
Presenter on Workplace Issues, Augsburg College Leadership Series
Facilitator, Firm retreats

Facilitator, Driving Rain Series, Various CPA Firms
Workshop Presenter and Change Management Writer, 3M
Featured Story Teller, Northland Story Telling Network Telebration

Publications / Media

“Leadership: A New Conversation,” A book about professional service firm leadership. 2008.

Wendy has been featured in the following press:

Featured in a Law Practice Today article “How to Botch a Prospective Client Meeting” in June 2008 about how partners can unknowingly ruin a prospect meeting.

Authored book review on David Meerman Scott’s book, “The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly,” which was published in the Executive Read feature of the St. Paul Pioneer Press.

Authored article, “Developing Power and Influence” which was published in the June/July 2008 issue of *Footnote*, the Minnesota Society of CPAs' (MNCPA) publication.

Authored the article, “The Six Sins of Web Site Design,” which appeared in *Strategies – The Journal of Legal Marketing*

Authored, “10 Strategic Marketing Gems Every Small Business Needs,” which was published in the Minneapolis / St. Paul Business Journal

Authored, “Law Firm Leaders Should Steer Boat, Not Row,” which was published in the July 2007 issue of *The National Law Review*

Authored the article, “Leaning on Others is a Way for Owners to Travel Light,” which appeared in the June 2007 issue of *Upsize* magazine

Authored the article, “Niche Development is Marketing Intensive,” which was featured in the May 2007 issue of *Legal Marketing Association – Minnesota Chapter’s* newsletter

Featured in the May 2007 issue of *Practical Accountant* in the article, “Marketing Magic: Making a Newsletter Work”

Awarded *Upsize Magazine’s* Lifeline Award in March 2007

Authored the article, “Secret Shopping Law Firms: The Generational Surprise,” which appeared in the *Minnesota Lawyer* in January 2007

“Where are all the Young Rainmakers?” published in *Footnote*, a publication of the Minnesota Society of CPAs and the New Hampshire Society of CPAs Magazines.

“Developing the Next Generation of Rainmakers,” *Law Marketing Portal*.

“Leadership Development Programs in CPA Firms,” *MarketTrends* and *Minnesota Footnote*.

“Behind Closed Doors,” Law Marketing Portal and CPA Practice Management Report.

“Generational and Gender Differences at Work,” Women on the Move, Ember Reichgott Junge radio program on VoiceAmerica.

References

Blanski, Peter, Kronlage & Zoch

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Winthrop & Weinstine

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