

Skilled Marketing for the Small Business Owner Panelist Bios

INTRODUCING SPT and TRUE: Simon Turner & Kris Brinker — Partners, SPT and TRUE

“SPT and TRUE was formed to bring these critical elements together—we are on a mission to eliminate wasted marketing spending.”

SPT and TRUE was founded in 2013 in Centerville, VA. It is the combination of Strategic -Practical Thinking (SPT)—a business and marketing consulting firm with a focus on website development and online media, and TRUE creative services (TRUE)—an award-winning graphic design and branding agency. Simon Turner established SPT (Strategic Practical Thinking) in 2009 as a business consulting firm focused on accelerated growth of small and medium enterprises in the DC-metro area. Kris Brinker established TRUE creative services (TRUE) in 2005 providing award-winning graphic design services to pharmaceutical firms, large retail outlets, Virginia wineries, associations, local and federal government, government contractors and marketing firms. Individually the two companies delivered high-quality solutions at different ends of the business spectrum—strategic planning and tactical creative design. Together SPT and TRUE connect the essential functions of sales and marketing—branding, websites and campaign management—to drive lead generation and conversion into profitable sales growth for its clients.

Kris Brinker, Partner, CCO – Creative Director

Kris is the Chief Creative Officer and creative force behind SPT and True—bringing 25-years of experience including directing new client development, art direction, graphic design, web design, social media, and creative content development. Prior to launching her own successful creative branding firm, Kris held design and management positions for the May Company, Giant Foods and several Northern Virginia creative and printing companies. She prides herself in her long-term client relationships and partnerships and feels that the true proof of her success is the success of her clients. Kris is respected as a business leader and an executive with the ability to bring people together to accomplish community goals. She has served two terms on the board of the Central Fairfax Chamber of Commerce working to energize local businesses through these tough economic times. Kris’ professional success is balanced and energized by her personal passion as a practitioner and instructor of Tai Chi (Taiji), Chi Kung (Qigong), Yoga, and Reiki. After juggling employees, print projects, website design projects, running a business, consulting with clients, and drinking a much-needed cup of coffee, she refocuses her time to help people relax and improve their health and well-being. Kris has been told that her Zen-like attitude helps her clients feel better about their own demands and goals. Kris wants both students and clients to breathe easier and feel more relaxed with her assistance. If you are curious to know more, you can find out at <http://zen.thisistruecs.com/>

Simon Turner, Partner, CEO – Strategy

With a career in strategic development, sales, marketing and executive management, sitting on top of an engineering degree, Simon has the ability to make the complex seem simple — “clarity and focus are the key to results”. Simon leads the consulting side of SPT and TRUE with a passion for implementing practical business solutions, based on a solid business plan that makes financial sense. Simon was the original founder of Strategic Practical Thinking (that’s the “SPT” in SPT and TRUE). In addition, Simon has over 20-years of global commercial experience, supplying products and services into highly demanding markets including: Pneumatics, fluid control, medical devices, semiconductor, packaging, automotive, rail, truck, printing and others. Simon held several Director positions at UK based IMI plc, a billion dollar multinational, including global strategic planning and market segmentation roles. Prior to SPT and TRUE, Simon led product management and business development teams in Europe before being recruited to head marketing, sales, product management, customer service, and key account teams at Norgren, Inc., headquartered in Littleton, Colorado.

Sheina P. Waddell - Waddell Entertainment Consultants (WEC), LLC

Waddell Entertainment Consultants (WEC), LLC was established in 2004. The company specializes in entertainment consulting for high-profile upscale concerts and festival coordination, development, and management anywhere in the world. Their array of services include but are not limited to: event logistics, talent booking, marketing, event production, budget management, and contract negotiation.

WEC has provided services for Capital Jazz Inc., Earl Klugh’s Weekend of Jazz, U.S. Virgin Island Music Festival, Northern Virginia Brewfest, National Bar Association, America’s Cup of Polo, and BET Foundation to name a few.

Ms. Waddell has a varied background of experiences that went into the creation of WEC. In the ethnic hair care industry she was a manufacturer liaison and buyer for Rite Rack formally Harris Beauty Supply for five years. Ms. Waddell transitioned to high profile special event management and coordination by joining the team of Rusty Jackson Productions, as the assistant event coordinator. She then joined the staff of Capital Jazz Inc., the producer of the Capital Jazz Fest, the World’s Largest Contemporary Jazz Festival. She began as the associate producer and was quickly promoted to assistant producer after a year. During her five year tenure she was responsible for all event day-to-day operations for Capital Jazz Inc.

Ms. Waddell’s involvement in high profile events nationally and internationally has allowed her the privilege of working with world-renowned talent such as Ray Charles, James Brown, Dave Koz, Roberta Flack, George Benson, Anita Baker, Keiko Matsui, Alice Walker, Toni Morrison, Kenny G, Chaka Khan, Huey Lewis & the News, Vittorio Grigolo, The Gypsy Kings Family and the list goes on.

Ms. Waddell speaks on various panels relating to business women and small business topics. As well consults on the entertainment industry with artist and artist management. She is an associate member of The National Academy of Recording Arts & Sciences.

Jennifer Jessie - No Blue Creative

Jennifer Jessie graduated summa cum laude from Virginia Tech in 2006 where she tripled majored in History, Political Science and Sociology. She went on to study law at the University of Virginia School of Law. Jennifer is a licensed attorney in the state of Virginia. While studying for the Virginia Bar she realized she was not interested in practicing law and she began a television blog, TV Fiends, to pass the time. In less than a year she attracted an audience of 1000-4000 unique visitors a day to her blog without any advertising efforts.

After a failed website redesign broke all of her blog’s existing links on Google, she taught herself search engine optimization and began marketing on twitter to reconnect with her audience. Through twitter she attracted marketing and professional relations managers for many of the major networks and received follows and mentions from influential bloggers in the field as well as Entertainment Weekly and Variety. Her blog is even featured on Huffington Post’s twitter list of Television Blogger. Her blog has taken her to network parties, comic con, and even the Emmys.

In 2011 she started No Blue Creative and began helping small businesses and entrepreneurs with their social media needs. She has been fortunate to work with a variety of small business owners and entrepreneurs, including but not limited to business coaches, realtors, entrepreneurs, and multi-million dollar home-based business owners. She also works with professional networking groups and her alma mater, Virginia Tech, on expanding and improving their reach and connection. Jennifer’s goal at No Blue Creative is to help small business owners and entrepreneurs create a social media strategy that allows them to find the right customers and clients, at the right time, with the right idea, at the right price.

Daria Steigman - Steigman Communications

Daria Steigman, founder of Steigman Communications, is a business and marketing strategist, entrepreneur, and writer with a 20-year track record of helping companies, associations, and international organizations tell their story and achieve their business goals and objectives. She has helped organizations build marketing plans and integrate social media and digital strategies into their communications mix, provided strategic counsel on community outreach, conducted business strategy and messaging workshops, and developed marketing materials and other content that have been very effective in building brand awareness and achieving other key business goals.

Ms. Steigman has spoken before national, regional, and local audiences on entrepreneurship, growing your business, marketing communications, social media, and social business. Her topics have run the gamut from *What CEOs Need to Know About the Digital Space* to *Developing Partnerships that Bring in Business* to *What's Next? Moving from Using Social Media to Being a Social Business*.

Ms. Steigman is the author of *Independent Thinking*, a blog which focuses on the business of running a business, entrepreneurship, communications, social media, strategic thinking, and what she calls "Independent Thinking." She created and wrote a business column for the International Association of Business Communicators' CW Bulletin, and has been a contributor to both *Workshifting.com* and to *Overdrive*, the blog of the Entrepreneurs' Organization.

An honors graduate of the University of Chicago, Ms. Steigman holds a master's degree in industrial and labor relations (MILR) from Cornell University. She also holds a master's degree in liberal studies (MALS) from Georgetown University. In her spare time, she loves to run, hike, and watch baseball.