



2024

Sales, Marketing & Partnerships: Secret Weapons

Purposeful Partnerships

Providing effective solutions for your people & company

- Do you want your funnels to be working?
- Would you like higher level branding for your startup or growing business?
- Would media buying expertise help your marketing efforts?
- Are your sales stagnant?
- Would you like to beat the grind of linear prospecting with exponential referrals?
- Are your lead gen efforts not producing results?
- Does your sales and marketing wish list include AI, self-service & automation?
- Do you have trouble finding the people and networks that will help you grow?

If you answer YES to any of the above questions, let's schedule a 15-minute virtual coffee chat!



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Secret Weapons

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Full Throttle Falato Leads Expert Lead Gen (LinkedIn, Emails, Roundtables)

We have sold into hundreds of brands like NFL, Verizon, AT&T, Sprint, Dallas Cowboys, Union Bank of California, Invesco, Kinkos, Farmer’s Insurance, Subway, Northrop, Bank of America, Home Depot as well as many great startups. We generated more leads than SDRs and know that producing qualified leads and making appointments can be a huge drain on resources. As a trusted and respected lead generation company, we have access to over 1 BILLION contacts and develop persona-based drip marketing campaigns using emails and LinkedIn automation. We provide metrics, insights, and consultation as well. This process is a repeatable and scalable model. Let’s discuss a strategy that brings in your top 25 accounts in my first 90 days. Maybe compare us for a couple of months against your internal or external lead generation efforts?

Lower Cost, More Deliverables & Capabilities



Possible Example Per Quarter:	INTERNAL SDR	FULL THROTTLE FALATO LEADS
Salary Per Quarter	\$15,000	\$15,000
Bonus For Each Meeting	Yes	No
Commissions	?	No
Social Sec, Medicare, Unemployment, Workers Comp	\$2,000	\$0
Employee Insurance	\$600	\$0
Cost of hiring	\$2,000	\$0
Data and Tools	\$1,400	\$0
SDR Manager	\$21,000	\$0
Emails delivered per quarter	30,000	60,000
LinkedIn activities per quarter	1,600	27,000
3 months - Total Touchpoints	31,600	87,000
Costs Per Quarter	\$42,000	\$15,000
Estimated Cost Per Meeting	\$2,800 (15 Meetings)	\$500 (30 Meetings)

Join monthly roundtables every first Wednesday at 11am EST to trade tips and tricks on how to build effective revenue strategies. Industry Experts discuss topics such as:

- LinkedIn Automation: Using Groups and Events as anchors
- Email Automation: How to safely send thousands of emails and what new Google and Yahoo email limitations mean
- Thought Leadership: MasterMind events to drive top-of-funnel
- Content Creation: What drives meetings to be booked, how to use ChatGPT and Bard effectively

Register here: fullthrottleroundtables.com | Book 1-1 Meeting: calendly.com/fullthrottlefalato/janice

Early Parrot Referral Marketing Platform & Referral Strategies

How many referrals is your business getting? Early Parrot has gotten 300,000+ referrals, resulting in more than \$4,500,000 in referred revenue for clients.

SAAS REFERRAL PROGRAM

Any SaaS platform. Have EarlyParrot integrated in your SaaS to turn your users into ambassadors by having them refer new users in exchange for a reward.

EMAIL LIST REFERRAL PROGRAM

Grow your email list by turning your email subscribers into active referrers. Integrates with your existing opt-in form. Automatically reward referrers for other subscribers.

E-COMMERCE REFERRAL PROGRAM

Integrate a referral marketing campaign to your e-commerce platform to get high converting buyers referred to your online store. Automatically sends out coupons as rewards.

7x

PEOPLE TRUST REFERRALS FROM FRIENDS SEVEN TIMES MORE THAN ANY OTHER ADVERTISING METHOD.

92%

92% OF CUSTOMERS TRUST REFERRALS MORE THAN ADVERTISING.

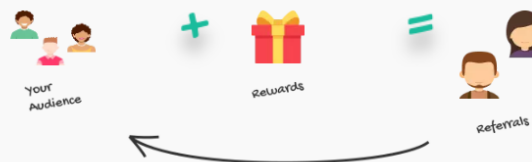
16%

REFERRED CUSTOMERS SPEND 16% MORE.

Source: Wharton School of Business (2010), Nielson 2012.

WHAT IS REFERRAL MARKETING?

Referral marketing leverages the power of word-of-mouth, by rewarding your existing audience in exchange for a referral. Referrers share their unique link on several channels such as Facebook, Twitter, LinkedIn, Instagram, Whatsapp and Facebook Messenger. Referrers are then rewarded for spreading the word and getting new customers and subscribers.



Example results:

- **Jonathan** saw a 12% increase in website visitors, a 15% increase in signups, and a 10% increase in upgrades.
- **Amanda** uses EarlyParrot to promote her live events and challenge funnels to ensure predictable results through high-converting, inexpensive referred leads.
- **Mitch Asser** Pet Summits Uptick in leads - up to 10% increase in attendees
- **Liam Austin**, Co-Founder Entrepreneurs HQ - What we really love about EarlyParrot is the ability to send email invites. That has helped us to get more referrals for our lists.
- **Sara Artemisa**, Plant Spirit Herbalism: 18% referral rate ~ \$4800 in referred sales (2021) & 12.6% referral rate - \$6525 in referred sales (2022)

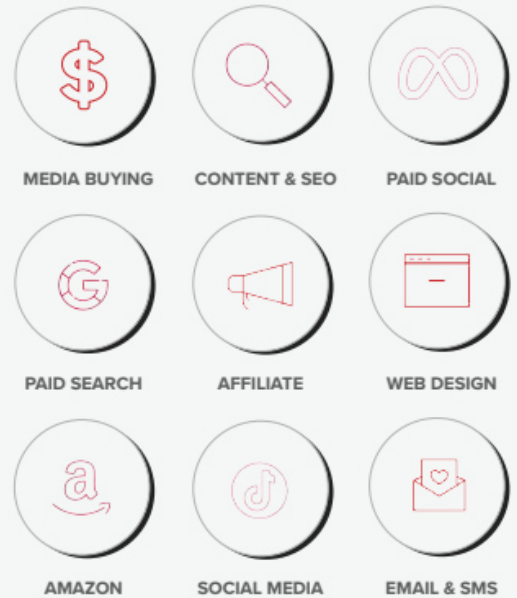
Hawke Media Performance Marketing Agency, Innovative Marketing Solutions

- Award-Winning, Top Performance Marketing Agency
- Over 4,500+ Brands Served, including Verizon, RedBull, and Crocs
- AI-Enabled: Hawke AI, analyzes over \$500M in ad spend + optimizes data in real-time based on 7,000+ brands' benchmarks.

**AI-ENABLED. TECH-INTEGRATED.
 MARKETING POWERHOUSE.**

**UNRIVALED MARKETING
 CAPABILITIES**

Hawke Media, a performance-driven marketing agency, offers a range of services with expertise in over 70 categories. Serving **over 4,755 brands**, we specialize in results-oriented strategies, supported by our proprietary Hawke AI platform. We bring unique insights from managing **over \$500 million in media spend** and thousands of campaigns, making us a leader in marketing excellence.



Top Tier Partnerships:

- Google Premier Partner
- Meta Business Partner
- Shopify Plus Partner

Our Capabilities:

- Strategy, Branding, Web Design, Content & SEO, OOH
- Affiliate Marketing, Amazon Services, Email & SMS
- Paid Search, Paid Social, Photo & Video, Hawke AI

**NUMBERS
 DON'T LIE**

- **\$2.9 Billion** Gross Client Revenue Generated
- **\$521,493,837+** In Annual Media Spend
- **4,755** Brands Successfully Grown
- **2,957** Partnerships
- **90** Awards Won
- **12** Acquisitions

Charm Ecommerce Brand Data for Agencies & Investors

UNPARALLELED COVERAGE OF GLOBAL ECOMMERCE DATA



EVERY brand selling online is tracked from ANYWHERE in the world

160+ Critical Metrics Including...

- Social Media Awareness
- Wholesale Distribution
- Website Traffic
- Product Category
- Advertising Activity
- Marketplaces
- Similar Brands
- Products
- Technologies Used
- Charm Growth Score™
- Charm Success Score™
- Charm Sophistication Score™
- & many more

DETECTING ECOMMERCE BRANDS



Charm's crawlers visit 2.5 million web pages per day, utilizing AI with proprietary detection capabilities to track every product sku in the world. We compare individual sku's to detect brands and create competitive peer sets.

MAPPING GLOBAL BRAND ASSETS



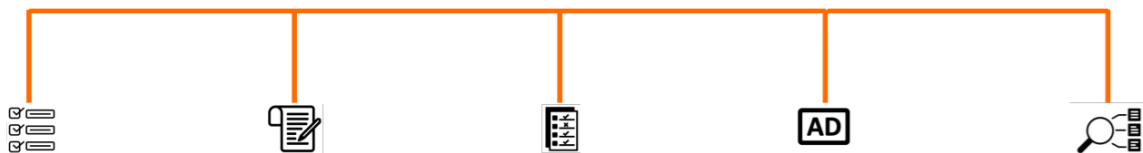
Leveraging computer vision powered image and text matching, Charm maps all related brand assets - social media handles, resellers & distributors, websites, & ads - to paint a comprehensive picture of a brand's identity.

ALGORITHMIC SCORING



Charm's machine learning algorithms process the collected data to create proprietary composite scores for each brand online, encompassing every aspect of their digital performance relative to their category peers.

Use Charm for Identifying New 3PL, Agency, or Software Customers Investors Source & Diligence Investments with Charm



Brand Discovery & Prospecting

Identify relevant brands based on 160+ key criteria including growth, social awareness, distribution, & much more.

Brand Deep-Dive Reports

In-depth information on any ecommerce brand. Follow brands to get automatically alerted on their activity.

Proprietary Scoring

The Charm Growth Score™, Success Score™, and Sophistication Score™ are the best way to efficiently compare & prioritize brands.

Advertising Insights

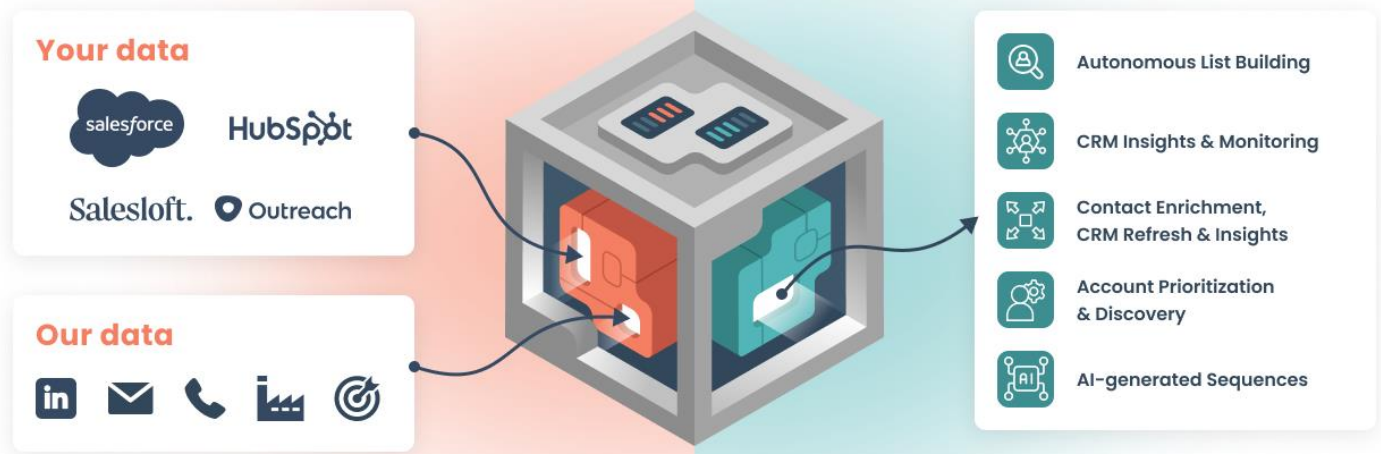
Analyze brands with low ad count that need the help of an agency to grow.

Category Exploration

Monitor the categories of importance to you. Search by product keywords to analyze brands on a product level.

Rightbound AI-based Autonomous Prospecting based on ICPs & Personas

- **TAM Accounts:** Ideal for companies employing SDRs, processing 1000s of Contacts/Month
- **List-Building:** Take Away the Pain & Logistics of Finding Contacts, Ensuring Accurate Data
- **Using AI to Make Prospecting Decisions & Prospect:** Single Set Up for All Users



Generative Prospecting, Empowering Customers, Revolutionizing Prospecting

Let your agency's team focus on the customer relationship & human touch,
Leave the prospecting and technicalities to RightBound's automation!



Automate list building

RightBound constantly sources fresh, relevant prospects within your customers' target accounts.



Contact enrichment & verification

Verify your list of contacts is up-to-date, identify job changes, and enrich contacts with verified email and mobile phone numbers.



Account expansion

Source additional decision makers for existing accounts in your CRM.



Account discovery

Continuously source new companies within your customers' target market and identify relevant prospects based on a granular customer profile and intent.

CommissionCrowd Access a Network of Commission-Based Sales People

The Ultimate Global B2B Commission-Only Sales Network

CommissionCrowd gives you everything you need to recruit, manage, train and support your commission-only sales team globally and saves companies over six figures in sales staffing costs

Register as a Company or a Sales Agent: commissioncrowd.com?ref=janicedru1
Take the 2-minute Quiz: bit.ly/commission-crowd-sales

COMPANIES, WHAT YOU GET ACCESS TO:

- ✓ The world's fastest growing pool of experienced B2B freelance sales experts
- ✓ Dedicated account managers to ensure you're agent ready
- ✓ More than just another basic job site- Everything you need to connect, train, manage and pay your new sales partners easily

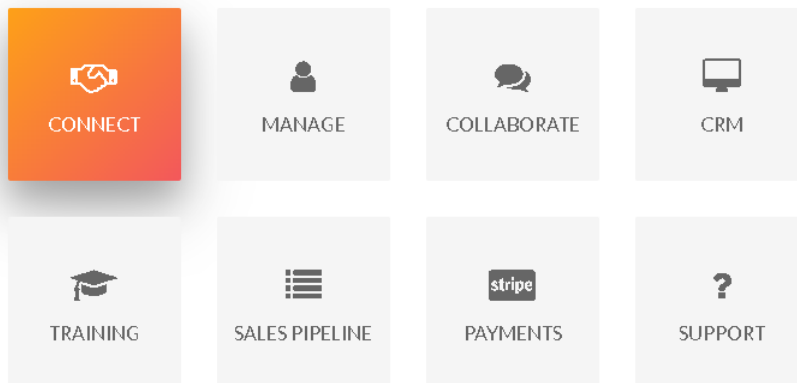
SALES FREELANCERS, WHAT YOU GET ACCESS TO:

- ✓ The world's fastest growing database of top vetted companies globally
- ✓ Build and easily manage your ultimate sales portfolio all in one place
- ✓ Get paid on time, every time & even take an early draw on your commissions (coming soon)

The Only All In One Solution

Connect. Collaborate. Manage. Sell. Repeat.

CommissionCrowd is the easiest way for companies and B2B sales freelancers to connect and manage successful working partnerships globally.



Easily set up structured automated training tasks to give your new sales agents the information they need to hit the ground running! Every new agent you connect with will have instant access to your training area meaning less manual work required on your part.

JOIN NOW

100% free for commission-only sales professionals

Register as a Company or a Sales Agent: commissioncrowd.com?ref=janicedru1

Is your company ready to work with commission-only sales professionals?

Discover if your sales opportunity will attract top independent B2B sales professionals!

Take the 2-minute Quiz: bit.ly/commission-crowd-sales

Get Started at bit.ly/commission-crowd-sales

Revenue By Design

Training for Business Owners and Sales Teams

What if your business numbers told a different story?
A story of compounding growth and accelerated profits?

Revenue by Design offers a Profit Acceleration Simulator™ to help you discover the true impact of a conservative estimate of Profit Acceleration initiatives on your business, as well as a Marketing Evaluator to assess to re-work your marketing to follow the proven Conversion Formula that has generated massive results for hundreds of business owners world-wide.

MARKETING EVALUATOR

Your Conversion Equation Evaluator

INTERRUPT: HEADLINES & VOICE OVER OR INTRO (FOR RADIO/TV)

- Points**
- 0 - No headline at all
 - 1 - Company name or play on words; does nothing to compel reader/listener to continue
 - 2 - Headline exists; poor or crass HOT BUTTON; False Uptime Alert!
 - 3 - Hot Buttons Activated; not articulated well, but says in basic terms what needs to be said
 - 4 - Good headline, penetrates reader's internal conversation; work on clarity and precision
 - 5 - Powerhouse! Headline is powerfully worded and hits HOT BUTTONS passionately

ENGAGE: PROMISE TO EDUCATE & FACILITATE DECISION

- Points**
- 0 - If Headline score is 0, 1, or 2...then automatic score of 0 here.
 - 1 - Nothing to make reader want to listen...no sub-headlines; no add'l info at all, incoherent
 - 2 - Contains sub-headlines that are NOT connected to internal conversation...reader clicks back!
 - 3 - Reader can tell from scanning ad that there may be decision-facilitating info ahead
 - 4 - Use of Hot-Button-based sub-headlines gives reader promise of useful info in the ad
 - 5 - Reader eagerly engaged! Quick scans reveals congruence with other sub-headlines & offer

EDUCATE: BUILDING YOUR CASE

- Points**
- 0 - No case building info; crass, cute, sex-based or abstract ideas or image/institutional creativity
 - 1 - Some features menu listed; not quantified, nothing compelling; perhaps wrong or incoherent points
 - 2 - Case points begun, but not developed; poorly quantified/quantified
 - 3 - Case points listed with some qualification/quantification; educates on a basic level
 - 4 - Builds a good case and anticipation; educates thoroughly, but could be more powerful & articulate
 - 5 - Executes solid, well-rounded case; a Judge/Jury would be proudly say, "I would have to be an idiot..."

Revenue by Design helps serious business owners generate more clients, close more sales, and increase their overall revenue and profits quickly and inexpensively. Do you want to add an extra \$500,000 to your bottom-line revenue over the next 12 months without selling more time for money? Would you like to quickly and effectively to successfully apply the right strategies in the correct order? Learn in LESS than 3 minutes how you can easily double your current profits WITHOUT spending an extra dollar on marketing or advertising with the revolutionary business assessment software to pinpoint major profit impacts.

FunnelCures

KNOW YOU NEED A SALES FUNNEL?

Ok, maybe it's more of a total overhaul. We've got you covered with our all-in-one, tech-headache-free, gorgeous designer DONE-FOR-YOU funnel builder that's helped thousands of clients bring in new leads every single day. Some might call it the fastest funnel builder on the planet 🎉

LET'S GET YOUR FUNNEL BUILT & DELIVERING YOU CLIENTS! You are only seconds away from securing one of the limited FREE done-for-you Funnels! **ACT NOW** to secure your spot!

Sign up at bit.ly/funnelcures

FINALLY... A GORGEOUS FUNNEL WITH NO TECH HEADACHES!

HERE'S WHAT WILL HAPPEN WITH YOUR FUNNELCURES™ SUBSCRIPTION:

- ✓ You'll get access to our *Funnel Design Lab* where we'll guide you through choosing the perfect look and feel to **position you perfectly** in your niche
- ✓ We'll build your entire funnel for you including gorgeous pages and **all the tech connections DONE!**
- ✓ You'll receive step-by-step instructions on **editing the copy template** on each page
- ✓ Almost like magic, you'll have a **funnel ready to share with the world**
- ✓ Then you'll have full access to FunnelCures™ - one of the **most powerful platforms on the planet** for bringing in clients online with all the guidance and training to go with it!



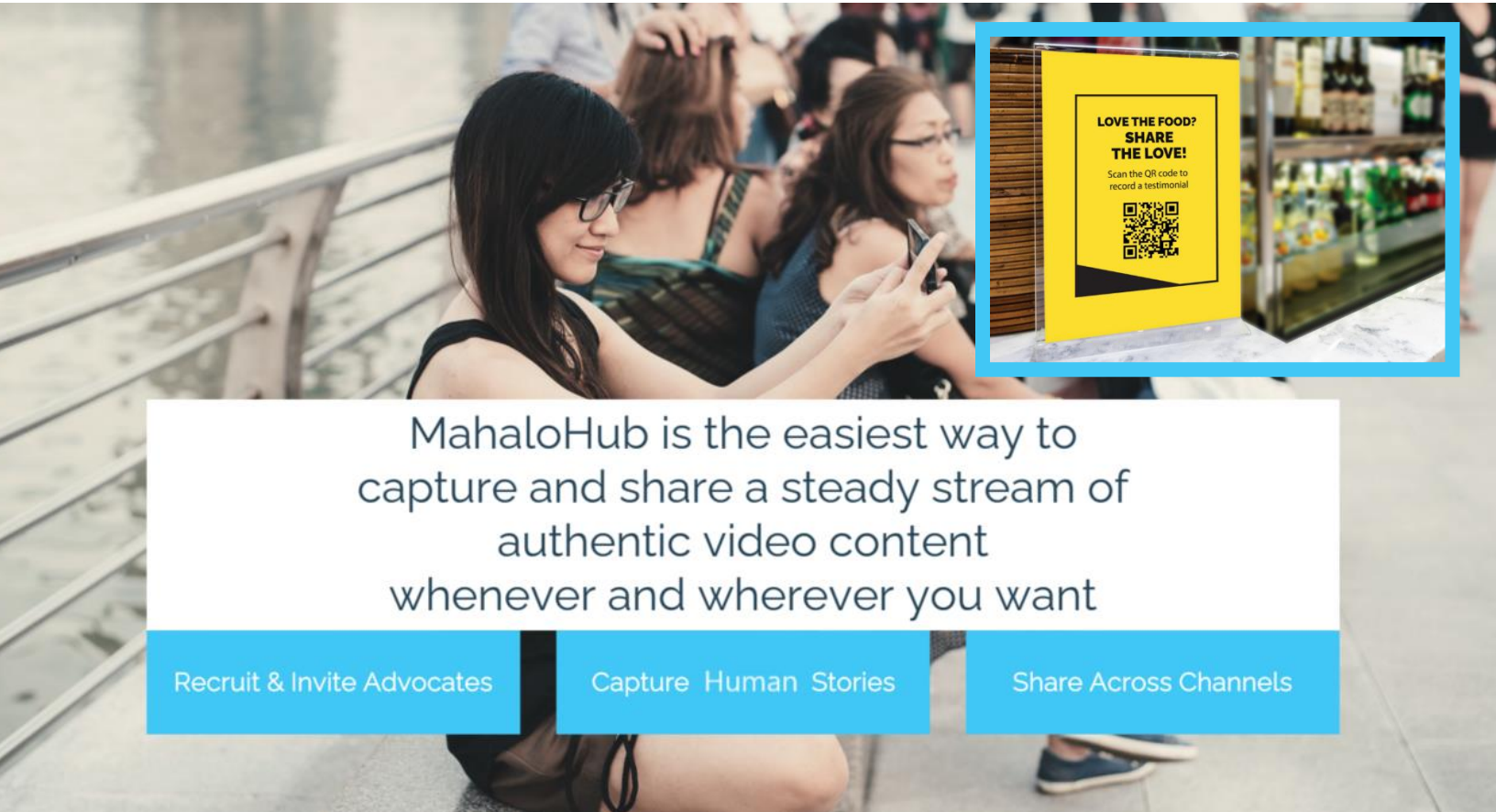
A Complete Designer Sales Funnel for Your Business DFY? That's right! Get everything set up for you from collecting leads, to charging clients, so that within just a week you can have a fully functioning (and gorgeously designed!) funnel to fill your entire business with clients!

Get your free funnel (normally \$8,700 discounted at \$87) at bit.ly/funnelcures – and ask about other offers!

Get Started at bit.ly/funnelcures

MahaloHub Customer and Employee Testimonials Platform

Every organization needs references, testimonials, and other authentic proof points. Sales needs customer references to close deals. Marketing needs customer stories for everything. Cross-selling and upselling require internal champions. Talent Acquisition needs employee stories for employer branding. Small business owners need testimonials to build credibility.



MahaloHub is the easiest way to capture and share a steady stream of authentic video content whenever and wherever you want

Recruit & Invite Advocates

Capture Human Stories

Share Across Channels



More Power. Greater Flexibility. Unbeatable Value.



Manage Multiple Clients With One Login



Say Thanks! with a gift card

MahaloHub offers a simple, guided experience, anywhere, anytime recording, customizable question library, personalized invitation templates, powerful editing options + CTA, sharing options + download capability, unlimited, customizable campaigns, unmatched, built-in rewards, usage consent, review and approve, actionable analytics, and more!

Partner Hub Partnership community for marketing, agencies & technologies

- All listings in the marketplace are actual users.
- Requests are sent both ways.
- Accepted partners can be fully-managed.

Explore the world's best partnership community.

Partnerhub is where digital agencies and tech solutions come together to find, vet, deploy and enable as many partnerships as you can handle.



Here are your steps to get going

It's as easy as this...



Setup your free account

Create your account in 3 steps. Then integrations, add your team, and your current partners.



Get matched with other users

Request partnership or show interest in the users you are suggested through our matching algorithm.



Drive partner-sourced revenue

To your partners by sending referrals or showcasing them in your new directory...

Email janice@inkwhy.com to get invited as a partner to PartnerHub.

Ignite Purpose Human Storytelling & Transformative Media Solutions

Human Storytelling, a powerhouse division of Ignite Purpose, is strategically positioned in the vibrant landscape of the Philippines. At the heart of our operation is an unwavering dedication to excellence. We are not just another media service provider—we are HUMAN storytellers, weaving narratives that connect people and foster communities globally.

Imagine outsourcing your media needs to a dynamic and high-performing creative team solely focused on catapulting your success.



CONTENT STRATEGY

We craft compelling narratives that resonate with your audience, leveraging the power of storytelling to convey your brand's message through dynamic copy and visuals. Our content strategies are tailored to engage, inform, and leave a lasting impact.



GRAPHIC DESIGN

Our team of creative designers transforms ideas into visually stunning graphics. From brand identity to marketing collateral, we bring your vision to life, ensuring that every design element reflects the essence of your brand.



VIDEO EDITING AND ANIMATION

Elevate your visual storytelling with our expert video editing and animation services. Whether it's editing existing footage or creating captivating animations, we enhance the visual appeal of your content, making it stand out in the digital landscape.



SEO STRATEGY

Achieve greater online visibility and drive organic traffic with our SEO strategies. We optimise your digital presence, ensuring that your content is not just compelling but also easily discoverable by search engines, enhancing your reach and impact.



PAID MEDIA STRATEGY

Maximise your advertising investments with our targeted paid media strategies. We design campaigns that precisely reach your desired audience, driving conversions and ensuring that every advertising dollar delivers optimal returns.



The Philippines Advantage



LABOUR COST EFFICIENCY

The Philippines provides a cost-effective solution for marketing services due to lower labour costs compared to Western countries. This allows you to achieve significant savings on your marketing budget while maintaining quality.



GLOBAL PERSPECTIVE

The Philippines has a workforce with a global mindset, enabling Ignite Purpose Media to understand and adapt to the nuances of diverse markets, including Australia, the UK, Canada, and the USA.



SKILLED WORKFORCE

The Philippines has a large pool of skilled professionals in the fields of content creation, graphic design, video editing, SEO, and paid media strategy. Ignite Purpose Media taps into this talent pool to provide high-quality services to our clients.



24/7 OPERATIONS

The time zone difference allows for 24/7 operations. While your team rests, work can continue in the Philippines, leading to faster turnaround times and increased productivity.

EXPERTISE

We bring together seasoned professionals with diverse skills, guaranteeing expert handling of all your media requirements.

INNOVATION

We stay at the forefront of industry trends, incorporating the latest technologies and design principles to keep your content fresh and impactful.

INTERNATIONAL OUTLOOK

With a client base spanning continents, we understand the nuances of diverse markets, tailoring our strategies to resonate with audiences worldwide.

COST EFFICIENCY

Our Philippines-based operations enable us to offer competitive pricing without compromising on quality, providing exceptional value for your investment.

HR Tech Alliances In HR Tech? Marketing & Sales through Partnerships & Events

Become a Member of the HR Tech Alliances Community Platform. Growth via Alliances & Partnerships is hard without resources, now you have a community to help!



CONNECT. COLLABORATE. COMMUNITY.



PREVIEW OF EVENTS
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Name	Start Date	👁
2024 HR/Learning Technologies UK	04/17/2024	👁
2024 SOAHR - SHRM Atlanta HR Conference	04/17/2024	👁
2024 SIOP Annual Conference	04/17/2024	👁
2024 WorkForce Software VISION 24 - IGNITE	04/22/2024	👁
2024 Learning & HR Tech Solutions Conference and Expo + Collaboration Zone	04/23/2024	👁
2024 I AM PHENOM	04/23/2024	👁
2024 HR Tech Festival Asia	04/23/2024	👁

- COMPANIES
- CONTACTS
- EVENTS
- PARTNERS
- FOLLOW
- OPPORTUNITIES
- MORE

- Create Company
- View Companies
- Recently Viewed
- Janice Dru-B...
- 2024 Learn...
- Janice Dru-B...
- Danielle Vas...
- Favorites
- The Learning...
- 2022 Aug Vir...

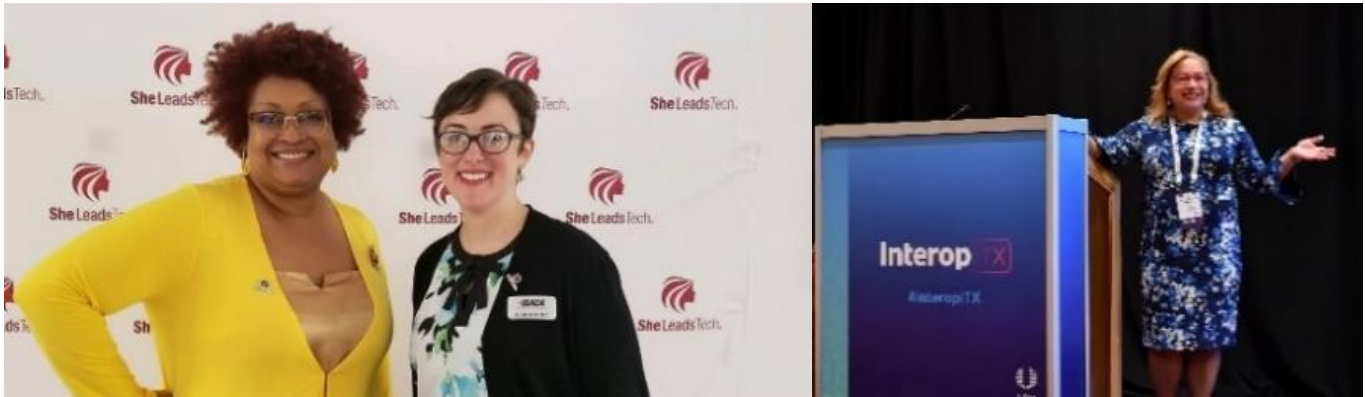
Search...
🔍 🗨️ 👤 Janice.dru@gmail.com

<input type="checkbox"/>		AMGline	AMG Web Solution/Design (Disclaim)/Portal (user-powered white-labeled)	National leading software for time, attendance & workforce scheduling. Providing biometric time clocks, mobile apps & more.	Core HR & Compensation & Benefits, Payroll & Workforce Mgmt, Services & Ecosystem Tech	California	United States of America	06/01/2015 04:25	06/12/2021 13:08	i
<input type="checkbox"/>		Avrio	FaceForward (former name)	World's most personalized job and career coaching platform.	Talent Acquisition	Massachusetts	United States of America	02/07/2015 12:39	09/11/2022 13:42	i
<input type="checkbox"/>		BirdDogHR - An Arosco Product	BirdDogATS		Core HR & Compensation & Benefits, Learning Mgmt & Onboarding, Payroll & Workforce Mgmt, Services & Ecosystem Tech, Talent Acquisition, Talent Mgmt & Engagement	Iowa	United States of America	09/18/2014 03:40	02/07/2021 10:07	i
<input type="checkbox"/>		Chetu		Custom Software Development Services	Services & Ecosystem Tech, Talent Acquisition	Florida	United States of America	06/01/2015 04:27	02/10/2022 14:33	i
<input type="checkbox"/>		Cloud Hire	Cloudhire.me		Learning Mgmt & Onboarding, Talent Acquisition	Florida	United States of America	04/23/2014 11:38	07/12/2021 10:34	i
<input type="checkbox"/>		Crowded.com			Talent Acquisition	New York	United States of America	10/06/2015 13:04	10/03/2020 20:58	i
<input type="checkbox"/>		French Tech Hub			Services & Ecosystem Tech	Massachusetts	United States of America	11/17/2015 14:50	07/11/2021 11:18	i
<input type="checkbox"/>		HappyOrNot			Learning Mgmt & Onboarding, Services & Ecosystem Tech, Talent Mgmt & Engagement	Florida	United States of America	01/20/2016 03:57	01/27/2021 10:21	i
<input type="checkbox"/>		myHRcounsel		On-demand access to employment and business attorneys at a flat monthly fee		Minnesota	United States of America	02/08/2018 05:47	07/15/2021 18:05	i
<input type="checkbox"/>		NeoSpheres	Peoplesphere; MonPortalIRH		Core HR & Compensation & Benefits, Learning Mgmt & Onboarding, Payroll & Workforce Mgmt, Services & Ecosystem Tech, Talent Acquisition, Talent Mgmt & Engagement	France	United States of America	08/06/2016 02:15	10/05/2020 20:46	i

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Innovation Women **Gain Visibility for your Women Leaders**

Innovation Women is an online platform designed to connect technical and professional women with event managers to **provide gender balance onstage at conferences and events**. In addition, the visibility offered through these speaking engagements offers organizations a way to demonstrate their **commitment to diversity and inclusion** and support members.



INSPIRATION

Many potential speakers don't know they have the skills! Sometimes all they need is some inspiration. Get your members psyched up to be a part of Innovation Women. We offer talks such as "Public Speaking: The Career/Business Game-Changer" and "No Excuses: Getting More Women Onstage" which discuss the benefits of appearing onstage at conferences and events.

TRAINING & WORKSHOPS

We work one-on-one with your organization, your leadership team, your marketing team, or with your training group. We can also help your members, individually, in small or large groups, learn about the business of speaking and the secrets of securing speaking opportunities.

INNOVATION WOMEN SPEAKER SERIES, POP-UPS, EVENTS

Get connected to the female speakers in your local community or around the world. You can build your own series or take advantage of our expertise to suggest or help book speakers. A 1-to-2-day event, standalone or part of another conference or event, an Innovation Women pop-up can include presentations, panels, fireside chats, featured speakers, and a station for speaker videos.

PARTNERSHIPS, SCHOLARSHIPS & FUNDRAISERS

We partner with organizations in many ways such as offering Innovation Women as a membership benefit, as the official speaker bureau for a company or organization, for fundraisers, scholarships, discounts, sponsorships, enterprise or group licenses, and specific cohort programs.

Join Innovation Women here: bit.ly/innovation-women-inkwhy



Purposeful Partnerships

Providing effective solutions for your people & company

Inkwhy thrives by solving problems through a global ecosystem of partners that activate human performance, accelerating sales, marketing, and partnerships and optimizing results. Inkwhy's mission is to nurture an environment where clients and partners make a greater positive impact in this world, create more sustainable business models while thriving on health and wellbeing, advancing humanity, and championing diversity, equity, inclusion, belonging, allyship, and accessibility. Ask us about how you can also access the secret weapons to partner with Sales, Marketing, Partnerships, as well as HR platforms and technologies that will improve your work and the get you better outcomes together.



Janice Dru-Bennett

janice@inkwhy.com

267-243-8498

Schedule a virtual coffee chat!

calendly.com/janicedru

Janice Dru-Bennett, co-founder and head of strategic partnerships of Inkwhy, offers deep knowledge and application of marketing, partnerships and business development in many industries including finance, technology, education, and health and wellness. Janice has held senior-level marketing positions for Merrill Lynch, Bank of America, Wolters Kluwer, and Cambridge Innovation Center. She applies her executive corporate experience along with being an entrepreneur, startup and non-profit board director with completed Master's degree coursework from New England Institute of Technology and a Bachelor's from Princeton University. Janice is one of those bleeding-edge executives who understands technology integration be it email, text messaging, creative social media, or voice drop campaigns; she knows how to get the word out for measurable results.