

TurningPointe Marketing

Bio

About Kelly O'Brien, Founder + President

Kelly O'Brien is founder and president of TurningPointe Marketing (TPM). She's been **helping organizations reach their markets** and become **more customer-centric** since 1984.

When Kelly founded TPM, it wasn't just about marketing, sales, and consulting – it was about changing the world for the better, **by helping people get their ideas to market**. TPM's clients find cures for cancer, ensure homeland security, deliver babies, build financial security, discover new galaxies, and mend broken hearts. With TPM's help, they get the marketplace to **embrace their ideas**, and employees to **focus on their customer**.

"Kelly could teach you how to market igloos to Eskimos." –MJC, EAP Counselor for Federal Agency

*"Working with TPM, we went from **ruing the thought of marketing** to being comfortable and enthusiastic about it! TPM helped us get there in a **COST effective, time effective way**. As a result, we've become **self-sufficient and confident** in our marketing efforts." –Dr. L.Bassi, McBassi & Co., economist and former ASTD President*

Prior to founding TPM, Kelly was named a **Social Entrepreneur "Fast 50" finalist by Fast Company magazine** for her work through MoneyLife. As co-founder and CEO, Kelly led a team that **helped consumers "learn to expect more"** from the financial services industry, through education and e-learning applications. MoneyLife also helped Fortune 100 financial service firms **tap the women's market** through e-marketing and salesforce training.

Before MoneyLife, Kelly led a change-management consulting firm, D&O, Inc., that helped large, complex organizations integrate people, process, and technology **to become more customer-centric**.

As program director and adjunct faculty at Georgetown University's School for Professional Development, Kelly helped **adult professionals move their careers** to the next level.

*"With 20 years in corporate marketing, I was absolutely amazed at what I didn't know. TPM's approach helped me **transition my thinking** into workable concepts to **help me deliver real value** to my clients." –S. Schiro, VP, Morgan Stanley*

*"With TPM, I learned **what I never learned in graduate school**. I have become Business Wise in a way that will **substantially benefit my practice long term**." –Dr. K. Abrams, psychologist and creator, "It's Just Life!" education series*

With the Marriott Corporation, Kelly helped **launch a new line of business** as National Director of Training & Development, and learned first-hand about **employee and customer satisfaction** as a Senior Counselor in Marriott's Employee Relations Division.

Kelly has **garnered national attention in media** such as the *Wall Street Journal*, *Fast Company Magazine*, *CBS News*, *Washington Business Journal*, *Women's Business Journal*, *Training Magazine*, *CRMGuru.com*, among others. She's a **syndicated award-winning writer and expert contributor** for a number of publications, and her articles appear regularly on websites around the world.

With a master's degree in Human & Organization Development from George Washington University, Kelly understands how to get ideas embraced in any marketplace, while moving people and organizations forward to achieve their goals.

A life-long ballet dancer and Francophile – thus the intentional "e" at the end of TurningPointe – Kelly has lived in the Washington, DC metropolitan area since 1974.

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Your audience or group is in good hands. Kelly has been comfortably doing talks and workshops for groups from 10 to over 500 since 1984...

American Small Business Coalition

American University

Bethesda Chevy Chase Chamber of Commerce

Boston Globe Money Matters Conference

Brigham Young University

Capital One

CapitalVenue DC

DC Board of Trade

DCI's CRM Conferences

DCI's CRM Executive Bootcamp

Fast Company "Fast 50"

Georgetown University's School for Professional Development

Institute for International Research Conferences

International Society for Retirement Planning Conference

John Hancock Insurance

Manufactured Housing Institute Annual Conference

Marriott Corporation

National Institute of Standards & Technology

Netwalkers Networking Group

Public Relations Society of America

Renaissance Executive Forums

Society of Actuaries Annual Conference

Society for Human Resource Management Annual Conference

Springboard Venture Capital Fair

Strategic Research Institute Conferences

TeqCorner

Washington Post

Women's Summit, Bryant College

Working Woman Magazine "Marketing Financial Services to Women" Conference

Let TurningPointe liven up your next meeting, retreat or event!

To learn more about how TPM can help reach *your* marketplace, go to www.TurningPointeMarketing.com. There, you'll find our **free 20-page Marketing Success Guide, articles, and online tools.**