



The Leader and The Muse: Inspired Personal Branding Archives Available  
**October 4th 2013: Marketing Your Brand in the Digital Age**

Marketing has changed with the digital age. There has been a shift from identifying the needs and communicating the benefits of your brand to providing experiences customers and clients can be engaged in. Join host, Rasheryl McCreary, and her guests, Jen Francis, graphic designer and owner of Jen Francis Design, Jen McMurtry, Marketing Manager of KUDU Industries, and Ronda Woble, Director of Corporate Marketing & Public Relations for Senior Home Care, as they explain the new rules of marketing. In this episode, you'll learn the basic marketing principles, the 5 pieces of collateral that every

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Featured Guests



**Jennifer McMurtry**  
Jennifer learned early on that networking is an art form and branding isn't just for business - both are required for professional success. Jennifer has over 15 years of marketing and corporate strategy experience in the pharmaceutical, biotechnology, energy, health care, not-for-profit, manufacturing and retail sectors. Areas of expertise include branding, global diversification, lead acquisition and nurturing, strategic planning and website optimization. Currently, Jennifer McMurtry is the Marketing Manager and Corporate Strategist at KUDU Industries, an award winning global oilfield service company. She is also the Communications Chair for Special Olympics Calgary, a non-profit organizat

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**Ronda Woble**  
Ronda Woble is Director of Corporate Marketing & Public Relations for Senior Home Care, a \$150 million health care company operating in U.S. southeast. She is an accomplished leader with 20+ years of progressive responsibility in developing thriving PR, marketing and communications programs working for public and private equity firms. At Senior Home Care, Ronda is responsible for the company's overall brand positioning, public/media relations and internal/external communications. She has extensive background in strategic and integrated marketing programs including print, web, video, social media & event marketing. Ronda has received numerous international industry awards from IABC, Hermes, M

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**Jen Francis Dwyer**  
Jen Francis Dwyer is the owner of Jen Francis Design, a graphic and web design firm specializing in corporate identity, branding, brochures, websites, annual reports, information architecture and more. Jen is a consummate professional, skilled in establishing a traditional corporate look and feel, or developing an identity with an eclectic vibe. With over 10 years in the business, Jen is a triple-threat designer of print, web and corporate identity, making excellent use of color and typography. Her firm's work is clean and versatile, smoothly transitioning from capital investment and law firms, to musicians, actors and fashion industry professionals. As a graduate of the Rhode Island School

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