



Jennifer Holland

Certified Brand Strategist | Speaker | Author | Entrepreneur

In everything an organization does, it is communicating its brand. Clarity and consistency determine whether that brand is understood, believed and delivered.

Affiliations & Credentials

National Speakers Association
Vistage Speaker
Women Business Owner
Minority Certification

Book Jennifer to engage your audience with strategic insight and practical value.

Keynotes • Breakouts
Workshops • Training

“ My team, a group with high expectations, consistently ranked Jennifer’s presentation and brand strategy retreat as one of the best ever. I have recommended Jennifer to several other organizations on whose boards I serve, and any work she has provided has been extremely well received.

Jennifer knows branding and can help any business or group make sure their strategies are aligned.”

Janice Donaldson
Retired Director, FSBDC at the
University of North Florida

Jennifer Holland helps leaders understand that brand is far more than marketing. It is a strategic foundation for growth.

For more than two decades, Jennifer has delivered thought-provoking presentations for CEOs, marketers, human resource professionals and entrepreneurs. Her work helps audiences think beyond logos, taglines and campaigns and understand brand as a business asset that shapes position, alignment and what the market experiences.

Jennifer is co-creator of a model integrating people, brand and business published in the *Journal of Brand Strategy*. That work reflects her belief that stronger brands are built when business strategy, brand strategy and people strategy support one another.

Whether speaking to a conference audience, leadership team or professional association, Jennifer helps people see brand differently—not as a marketing tactic, but as a strategic driver of clarity, consistency and long-term value.

Book Jennifer for a presentation that reveals the strategic role brand plays in stronger positioning, internal alignment and more meaningful growth.

Selected Speaking Engagements



Programs

WHICH PROGRAM IS RIGHT FOR YOU?

Email hello@HollandHelix.com to schedule a call with Jennifer.

The Business of Brand

How clarity, positioning and alignment support stronger growth

Brand is not just marketing. It is a strategic business asset that shapes how an organization is perceived, how it is chosen and how consistently it is delivered.

Audiences gain a clearer view of how business strategy, brand strategy and people strategy work together to support stronger growth.

- Clarify distinction
- Establish market position
- Recognize the role of alignment

Brand Culture from the Inside Out

How leaders build alignment people can understand and deliver

When people fully grasp what the organization stands for and how they contribute to it, brand becomes more consistent and more credible in the market.

This presentation helps leaders connect culture, clarity and brand delivery in ways that support stronger internal alignment.

- Align leadership and culture
- Help employees connect to the brand
- Support more consistent delivery

“She teaches, inspires and leads in a way that gets everyone aligned.”

— Workshop Participant



“This workshop was excellent. It inspired deep thinking and deep work. Jennifer is passionate about brand, truly an expert and an incredible resource.”

— Workshop Participant

What Customers Experience Is Your Brand

How consistency builds trust before, during and after the sale

Customer trust is not built through messaging alone. It is shaped by every interaction people have with an organization.

This presentation helps audiences see how consistency influences perception and strengthens the customer experience.

- Identify hidden perceptions
- Improve consistency across touchpoints
- Build stronger customer trust

Build Your Brand Workshop®

How leaders clarify distinction, positioning and value

Build Your Brand Workshop® helps participants move beyond fragmented messaging to uncover what makes an organization distinct and how that value should be communicated.

Participants leave with a greater clarity of brand and a practical framework for applying it.

- Define the value proposition
- Deepen brand understanding
- Equip teams to apply it

