



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 kim@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, why it is chosen and how consistently it is delivered.

This presentation helps audiences see how business, brand and people strategy work together to support stronger growth.

- Clarify distinction
- Strengthen market position
- Align the business behind the brand

ForeBranding: What Should Happen Before Marketing Begins

Why upstream clarity leads to stronger brand decisions

Too many organizations rush to messaging, visuals and promotion before they have clarified what the business should truly stand for and be known for. That is when expression gets ahead of strategy.

This presentation helps leaders do the upstream work that creates stronger brand foundations, sharper decisions and more effective marketing.

- Clarify what makes the organization distinct
- Align strategy before market expression
- Build a stronger foundation for growth

“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



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

— Workshop Participant

Hidden Cost of Getting Brand Wrong

How misalignment erodes value, trust and growth

When brand is unclear or inconsistently delivered, the consequences go far beyond appearance. They show up in missed opportunities, blurred positioning, weaker trust and stalled growth.

This presentation helps leaders identify where misalignment is costing the organization more than they realize and where stronger brand clarity can create greater value.

- Expose hidden brand costs
- Recognize gaps between promise and delivery
- Strengthen alignment across the business

What Customers Experience Is Your Brand

How consistency builds trust before, during and after the sale

Trust is shaped not only by what an organization says, but by what customers experience at every point of contact.

This presentation helps leaders identify where inconsistency is breaking down the brand experience and weakening trust.

- Recognize hidden perception gaps
- Improve consistency across touchpoints
- Build stronger customer trust

