

## Marny L. Lifshen

Marny Lifshen is an author, speaker and marketing communications consultant with more than 25 years of experience. She works with businesses and executives to develop brand awareness and credibility with key audiences, and to establish relationships with key influencers.

Marny is the author of the award-winning *Some Assembly Required: A Networking Guide for Women*, which is in its second edition. She is a nationally recognized expert on strategic networking, communication and personal branding.

She is a seasoned key note speaker and workshop leader for corporate, association and university clients across the country, including diversity and inclusion programs and women's initiatives. Marny customizes the content and format of each program to address the specific goals of her clients.

Marny's areas of expertise include:

- Strategic Networking
- Personal Branding
- Building Productive & Positive Professional Relationships
- Improving Professional Relationships Between the Genders
- Communicating Effectively with Colleagues

Recent clients and presentations include:

3M Corp.

American Advertising Federation

American Society of Anesthesiologists

Amplify Credit Union

Applied Materials

Assoc. for Women in Communications

Assoc. of Latino Professionals in Finance  
& Accounting

Bazaarvoice

Bain & Company

BURY

CFA Society

Cisco

Commercial Real Estate Women

Community Associations Institute

Executive Women in Texas Government

Freeman Corporation

Hispanic Network of Texas

Innotech

Jack Kent Cooke Foundation

Kravis Leadership Institute

Legal Marketing Association

Manhattan Road & Bridge

Mortgage Bankers Association

National Assoc. of Female Executives

National Assoc. for Women in Construction

National Instruments

NXP Semiconductors

PBS&J

Society of Association Executives

Society for Human Resource Management

Society for Marketing Professional Services

Women's Energy Network

Texas Asian Chamber of Commerce

Texas Association of REALTORS

Texas Medical Association

Texas Society of CPAs

Texas State Agency Council

Travelocity

Wells Fargo

Women in Cable Telecommunications

Women's Business Council Southwest



Marketing  
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Consultant

Author/Speaker

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