

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*. The Second Edition was released in 2015. In 2009, Marny was named a winner of the Profiles in Power and Women of Influence Awards hosted by the Austin Business Journal. 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. 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.	Manhattan Road & Bridge
American Advertising Federation	National Assoc. of Female Executives
Amplify Credit Union	National Assoc. for Women in Construction
Applied Materials	PMB Helin Donovan
Assoc. for Women in Communications	PBS&J
Assoc. of Latino Professionals in Finance & Accounting	Society of Association Executives
BURY	Society for Human Resource Management
CFA Society	Society for Marketing Professional Services
Cisco	Women's Energy Network
Commercial Real Estate Women	Symantec
Community Associations Institute	Texas Asian Chamber of Commerce
Executive Women in Texas Government	Texas Association of REALTORS
Freeman Corporation	Texas Credit Union League
Freescale	Texas Medical Association
Hispanic Network of Texas	Texas Society of CPAs
Innotech	Texas State Agency Council
Jack Kent Cooke Foundation	Travelocity
Kravis Leadership Institute	URS Corp.
Leadership Texas	Wells Fargo
Legal Marketing Association	Women in Cable Telecommunications
	Women's Business Council Southwest



Marketing
Communications
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Author/Speaker

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