

*Can you describe your brand the way you describe a friend or do you describe your brand in terms of features and benefits?*

# Julie Roehm

Former SVP Marketing Communications, Wal-Mart.



## HIGHLIGHTS

Known for her **bold imagination** and genius for finding exciting **new ways to reach customers**, Julie Roehm has made history with her bold marketing strategies. She has created truly innovative, high-profile **campaigns for industry giants** like Ford, Chrysler and Wal-Mart.

An online marketing visionary, Julie understands how to leverage the marketing potential of **new media**, as broadband and two-way devices replace traditional communication techniques.

A master of a customer-centered approach to marketing, she consistently finds new and effective ways to connect brands to **customer emotions**.

Julie Roehm has held a number of very senior positions at some of the world's largest corporations, including Director, Marketing Communications at DaimlerChrysler and Ford Motor Company and, most recently, SVP Marketing Communications at Wal-Mart.

She consults to major corporations worldwide to guide their positioning, the use of media platforms and the development of comprehensive marketing strategies.

## CREDENTIALS

Former SVP Marketing Communications, Wal-Mart


Former Director, Marketing Communications, Daimler-Chrysler

Former Director, Marketing Communications, Ford Motor Company

Founder, Backslash Meta LLC

*Innovative marketing strategies.*

Former SVP Marketing Communications, Wal-Mart.



**MARKETING IS  
THE VOICE OF THE  
CUSTOMER INSIDE  
THE ORGANIZATION.  
IT IS NOT ENOUGH  
FOR YOU TO RELY  
ON DATA . . . UNDER-  
STANDING YOUR  
PLACE IN THEIR LIFE  
AND (HOPEFULLY)  
HOW YOU MAKE IT  
BETTER, IS ESSENTIAL.**

*The best brands today are living entities that evoke an emotional response resulting in a sale.*



*Fear and second-guessing are the enemies of innovation and progress in marketing.*