

Marny L. Lifshen

Marny Lifshen is an author, speaker and marketing communications and public relations consultant, with more than 20 years of experience. She works with businesses to develop brand awareness and credibility with key audiences, and to establish relationships with key influencers. Marny integrates grass-roots strategies into every marketing campaign, including customized networking programs.

Marny graduated from The University of Texas with a Bachelor of Journalism in 1991. In 2009, Marny was named a winner of the Profiles in Power and Women of Influence Awards hosted by the *Austin Business Journal*. She serves on the Governing Board of The BeHive, and on the steering committee of the Austin chapter of the National Speakers Association.

Marny is the author of *Some Assembly Required: A Networking Guide for Women*, which was recognized as the business category winner for the 2009 Eric Hoffer Awards for Independent Books. She is a nationally recognized expert on professional women's networking, communication and personal branding, and is the featured networking columnist and forum leader for w2wlink.com. She is a seasoned key note speaker, break-out session leader and panelist for conferences and events across the country. She also creates custom workshops for corporate clients. Marny's areas of expertise include:

- Strategic Networking
- Personal Branding
- Improving Communication and Professional Relationships Between the Genders
- Strategies & Skills for Productive Professional Relationships
- Networking Successfully in a Male Dominated Environment
- Communicating through Complications, Conflict and Clutter

Recent clients and presentations include:

3M Corp.	Society for Marketing Professional Services (SMPS)
Administaff	Symantec
American Society for Women Accountants	Texas Association of REALTORS
Applied Materials	Texas Medical Association
Assoc. for Women in Radio & Television	Texas State University
Assoc. for Women in Technology	Travelocity
Assoc. for Women in Communications	Travis County Women's Law Assoc.
Cisco	United Way
Commercial Real Estate Women (CREW)	University of Texas
Executive Women in Texas Government	URS Corp.
International Coaches Federation (ICF)	w2wlink's Women's Ascendancy Awards
Leadership Texas	Wells Fargo
Legal Marketing Association	Women in Cable Telecommunications
National Assoc. for Women in Construction	Women's Business Council Southwest
National Assoc. of Professional Organizers	YWCA
PBS&J	
PricewaterhouseCoopers	



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