

JEN BRADY

Vice President of Marketing Chicago Interactive Marketing Association

Jen Brady founded Innovative Marketing Consulting in 2005 after determining there was a niche not being filled by other marketing companies. IMC's specialty is developing and executing online marketing programs for branding, acquisition, and retention initiatives. IMC is also positioned to act as a liaison between clients and their multiple agencies, providing improved communications and better use of already established resources.

Prior to founding IMC, Jen, a graduate of The University of Michigan, was on the team at Pets.com and, most recently, at Starcom Mediavest, where she was the Online Media Director for the accounts of Allstate, U.S. Army, Disney, and Hallmark.

Jen has been involved with the Chicago Interactive Marketing Association (CIMA) for 9 years, and is currently a member of the Executive Board of Directors. She is also a frequent industry speaker. Her role is to develop the content for CIMA events, to secure expert panelists and create an environment conducive for networking and education. Additionally, Jen works with the CIMA Creative Team to shape the messaging and image of CIMA in the marketplace—which includes tactical communications through multiple channels like email marketing, website development, Twitter, Facebook, marketing collateral and press communications.

