

JEANNETTE L. TAYLOR
4200 Baywood Dr. S.E., Grand Rapids, MI 49546
ph: (616) 285-6898 cell: (616) 970-0518
e-mail: taylor@jetmarketing.com

EXPERIENCE

JET Marketing, Owner, December 2001 to Present (www.jetmarketing.com)

Specialize in marketing research, strategic marketing, and trend analysis consulting. Skilled in both secondary and primary (quantitative and qualitative) research. Knowledgeable in Excel and online survey tools. Trained in focus group moderating and conducting semi-structured interviews. Experienced in working with companies of all sizes from start-ups to Fortune 500 companies.

Somersault, Partner, June 2010 to Present (www.somersaultgroup.com)

Somersault is a publishing services team that helps Christian authors effectively connect with their widest possible audience. The Somersault team provides a range of services including proposal development, editorial services, marketing strategy, and book production management.

Calvin College & Cornerstone University, Adjunct Professor, March 1994 to Present (Cornerstone only)

Teach Strategic Marketing, Strategic Management, and Entrepreneurship & Innovation.

Zondervan, On-call Marketing Consultant, October 1993 - April 2009

Planned and executed market research projects, assisted in planning marketing strategies, conducted trend studies, etc.

Alliance Marketing, Partner, January 1994 to December 2002

Specialized in market planning, market research, developing marketing tools, and marketing implementation.

Zondervan Publishing House, Vice-President of Marketing, February 1992 - October 1993

Directed all marketing functions including market research, market strategy, graphic design, advertising, and media relations. Managed a multi-million dollar budget, and supervised a staff of 23.

Zondervan Bible Division, General Manager, January 1988 - January 1992

Responsible for bottom-line profitability and all aspects of 20-person Bible Division including editorial, marketing, production, and advertising. During this four-year period revenues grew by 53%; profits increased by 121%.

Zondervan Bible Division, Director of Planning & Market Research, May 1985 - December 1987

Researched and coordinated all new product introductions. Developed marketing plans for new and backlist products; managed market research, sales reporting, and sales forecasting.

Zondervan Bible Division, Market Research Analyst, March 1984 - April 1985

Mr. Steak Restaurant, Manager Trainee/Manager, May 1983 - February 1984

EDUCATION

The University of Michigan, Graduate School of Business Administration, MBA *with distinction*, May 1983
Hope College, BA, *summa cum laude*, May 1981. Double major – Economics and Business Administration.

PERSONAL

Married, two sons – Steven and John. Enjoy biking, boating, camping, traveling, reading, and many sports.