

# Elizabeth Harr



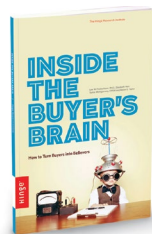
Elizabeth Harr is an accomplished entrepreneur and experienced executive who heads the technology team at Hinge. Starting her career by co-founding a tech firm providing Microsoft solutions, Elizabeth brings over a decade's experience in strategic planning, brand management, and communications to her role as Partner and Account Director. When she's not working with clients to increase growth and profitability, you'll find her writing articles, conducting webinars, and speaking at industry events. Elizabeth is a recognized Visible Expert® in the technology industry.

*"In the world of marketing technology services, trust is everything. Don't stop at declaring yourself a thought leader—you must support the claim by publishing educational content. This long-term strategy leads to a brand that prospects can trust."*

## Experience

- Partner and Account Director at Hinge, a marketing firm for the professional services industry
- Specializes in strategic planning and marketing for technology firms
- Co-founder of a Microsoft solutions provider firm known for its expertise in customer relationship management (CRM)
- Masters degree in International Economics from Columbia University
- Writer and creator of numerous books, articles, blog posts and guides, including Inside the Buyer's Brain, The Social Media Guide for Professional Services, How Buyers Buy: Technology Services Edition and Online Marketing for Professional Services: Technology Services Edition
- Speaking events include the Northern Virginia Technology Council (NVTC), the Marketing Executives Networking Group (MENG), the American Marketing Association DC (AMADC), and Women in Technology (WIT)

## Liz's Books



Contact Liz at: [eharr@hingemarketing.com](mailto:eharr@hingemarketing.com) or 703-893-0901

# Biography

WORD COUNT: 184

## **Elizabeth Harr, Partner, Account Director**



Elizabeth Harr is an accomplished entrepreneur and experienced executive specializing in brand management for successful business growth. As a partner and account director at Hinge, she leads Hinge's practice that focuses on branding and marketing strategies for technology services firms. Prior to joining Hinge, Elizabeth co-founded a Microsoft solutions provider company and grew it into a thriving organization that became known for its expertise in Microsoft customer relationship management. Elizabeth has worked with clients in the for-profit, non-profit, and government sectors, helping them map out growth plans using technology adoption.

She has co-authored several Hinge research books and reports, including *The Visible Expert®*, *Inside the Buyers Brain*, *The Social Media Guide for Professional Services*, *How Buyers Buy: Technology Services Edition* and *Online Marketing for Professional Services: Technology Services Edition* and regularly contributes to Hinge's company blog. Elizabeth has a Master's degree in International Economics from Columbia University in New York and a B.A. from University of Missouri - Columbia. Elizabeth is active in numerous professional and community service organizations. She lives in Arlington, Virginia. Elizabeth is a recognized *Visible Expert®* in the technology industry.

ABBREVIATED WORD COUNT: 111

## **Elizabeth Harr**

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# Speaker Introduction

WORD COUNT: 192

## **Elizabeth Harr, Partner, Account Director**



Our speaker today is an accomplished entrepreneur and experienced executive specializing in brand management for successful business growth. As a partner and account director at Hinge, a professional services marketing and branding firm, she leads Hinge's practice that provides branding and marketing strategies for technology services firms.

Prior to joining the team at Hinge, she co-founded a Microsoft solutions provider company and grew it into a thriving organization that became known for its expertise in Microsoft customer relationship management.

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She has been invited to speak at regional technology marketing and branding events, including AMADC's Mentor Program NVTC, Women in Technology, and MENG DC. She holds a Master's degree in International Economics from Columbia University in New York and a B.A. from University of Missouri - Columbia. And she is a recognized Visible Expert® in the technology industry.

Please join me in welcoming Elizabeth Harr.

ABBREVIATED WORD COUNT: 120

## **Elizabeth Harr, Partner, Account Director**

Our speaker today is an accomplished entrepreneur and experienced executive specializing in brand management for successful business growth. As a partner and account director at Hinge, a professional services marketing firm, she leads Hinge's practice focusing on branding and marketing strategies for technology services firms.

Prior to joining Hinge, she co-founded a Microsoft solutions provider company that became well known for its expertise in Microsoft customer relationship management helping clients grow their businesses through technology adoption.

She has co-authored several Hinge research books and reports, including The Visible Expert® and Inside the Buyer's Brain, and regularly contributes to Hinge's company blog. She is also a recognized Visible Expert® in the technology industry.

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