

# Lee Frederiksen, Ph.D.

MANAGING PARTNER



## CONTACT LEE

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## WATCH LEE'S REEL



*"As humans we are herd animals, so it is no surprise that we find comfort in being just like our competitors. But it is a false comfort. In the absence of clearly communicated, strong differentiators you become a commodity. No differentiators, no margin."*

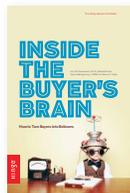
Lee Frederiksen is a rare combination of businessman and research scientist. An award-winning marketer, Visible Expert,<sup>®</sup> and business strategist, he draws on his Ph.D. in behavioral psychology and his own deep experience as CEO and entrepreneur to help firms achieve high growth and high profitability.

Author of numerous acclaimed books on marketing and business and the Managing Partner of Hinge, a marketing firm for the professional services industry, Lee can be found serving up wisdom in his humorous, straightforward style at speaking engagements around the country.

## Experience

- Managing Partner of Hinge, a marketing firm for the professional services industry
- Expert on using online marketing to drive growth
- Pioneer in the field of research-driven marketing
- Launched three high-growth, high-profit firms
- Award-winning marketer and business strategist
- Former Virginia Tech professor with a Ph.D. in Behavioral Psychology
- Authored numerous books on marketing & business
- Created growth strategies for top brands, including American Express, Capital One, Monster.com, and Yahoo!
- Quoted widely in mainstream publications such as *Fortune*, *The New York Times*, *USA Today*, *The Wall Street Journal*, *Entrepreneur*, *Business 2.0*, and *Advertising Age*, as well as numerous trade and professional journals.

## Lee's Books



# Biography

## Lee Frederiksen, Ph.D.

### STANDARD

Word Count: 201

Lee Frederiksen is an award-winning marketer, Visible Expert®, and renowned business strategist who helped pioneer the field of research-driven marketing. As the Managing Partner of Hinge, a marketing firm for the professional services industry, he draws on his Ph.D. in behavioral psychology and his entrepreneurial experience as CEO of 3 successful firms to help clients achieve high growth and profitability.

Lee's breakthrough research on marketing and business growth has made him a recognized name in the marketing industry, and he has been quoted in a number of mainstream publications, including *Fortune*, *The New York Times*, *USA Today*, *The Wall Street Journal*, *Entrepreneur*, *Business 2.0*, and *Advertising Age*, as well as numerous trade and professional journals. His research also forms the basis for his numerous highly acclaimed books on the topics of organizational growth, marketing, and business strategy.

Lee regularly speaks at business and marketing events around the country, including Business Forums International, the American Marketing Association, the Interactive Marketing Association, and the Association of Accounting Marketing. When he's not traveling to speaking engagements or working at the Hinge headquarters, you'll find Lee at his home in McLean, Virginia, pursuing his interest in hot rods or watching movies with his wife, Candace.

### ABBREVIATED

Word Count: 127

Lee Frederiksen is an award-winning marketer, Visible Expert®, and business strategist who helped pioneer the field of research-driven marketing. As the Managing Partner of Hinge, a marketing firm for the professional services industry, he draws on his Ph.D. in behavioral psychology and his CEO experience to help clients achieve high growth and profitability.

Lee's research on marketing and business growth has made him a recognized industry name, along with the numerous books he authored on the same topics. He been quoted in a number of mainstream publications, and he regularly speaks at major industry events around the country.

When he's not traveling to speaking engagements or working at the Hinge headquarters, you'll find Lee pursuing his interest in hot rods or watching movies with his wife, Candace.

# Biography

**BYLINE BIO**

Word Count: 43

Lee W. Frederiksen, Ph.D., is Managing Partner at Hinge, the leading research-based branding and marketing firm for the professional services. Hinge conducts groundbreaking research into high-growth firms and offers a complete suite of services for firms that want to become more visible and grow.

# Speaker Introduction

Word Count: 124

## Lee Frederiksen, Ph.D.

Our speaker today is an award-winning marketer, Visible Expert®, and business strategist who helped pioneer the field of research-driven marketing. He is the Managing Partner of Hinge, a marketing firm that specializes in professional services, where he draws on his Ph.D. in behavioral psychology and his CEO experience to help clients achieve higher growth and profitability.

His groundbreaking research into professional services marketing has made him a recognized industry name, and he has been widely quoted in publications from *Fortune* magazine to *The Wall Street Journal*. He has written numerous books on marketing, business strategy, and organizational growth, and he has worked with a wide variety of clients, including American Express, Capital One, Paychex, Iridium, and Blackboard.

Please join me in welcoming Lee Frederiksen.

# Images

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