



Elizabeth Harr

MANAGING PARTNER

Elizabeth Harr is an accomplished entrepreneur and executive who leads the client delivery team at Hinge.

She began her career by co-founding a tech firm, and today Elizabeth brings over two decades of experience in strategic planning, brand management, and communications to Hinge’s audiences. A Visible Expert® in the professional services space, she regularly writes articles, conducts webinars, and speaks at professional services events around the nation.

CONTACT ELIZABETH

eharr@hingemarketing.com

linkedin.com/in/eharr

#ElizHarr

703-391-8870 x812

WATCH ELIZABETH'S REEL

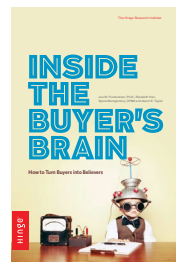
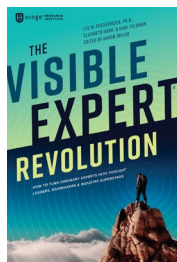


“In the world of marketing professional services, trust is everything. Don’t stop at declaring yourself a thought leader—you must support the claim by publishing educational content. This long-term strategy leads to a brand that prospects can trust.”

Experience

- Managing Partner at Hinge, a marketing firm for the professional services industry
- Specializes in branding and growth strategies for professional services 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 *The Visible Expert Revolution*, *The Visible Expert*, *Inside the Buyer’s Brain*, *The Social Media Guide for Professional Services*, *How Buyers Buy* and *Online Marketing for Professional Services*
- Speaking events include The Association for Accounting Marketing annual summits, Washington Technology’s Power Breakfast series, The Professional Services Council, Northern Virginia Technology Council (NVTTC), Marketing Executives Networking Forum and others
- Podcast appearances include Marketing Sherpa, Consulting Success, Deconstructing Data, Business Confidential Now, Constant Contact and other top podcasts.

Elizabeth’s Books



Biography

Elizabeth Harr

STANDARD

Word Count: 176

Elizabeth Harr is an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A managing partner at Hinge, she leads Hinge's client delivery team, helping businesses solve critical marketing and brand-related challenges. 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 co-authored several books and reports published by the Hinge Research Institute, including *The Visible Expert® Revolution*, *The Visible Expert®*, *Inside the Buyers Brain*, *The Social Media Guide for Professional Services*, *How Buyers Buy* and *Online Marketing for Professional Services* and regularly contributes to Hinge's company blog and numerous professional services publications. She was a featured speaker at Processia's DRIVE 2021 event, where she also led a session on the central tenets of professional services marketing, how to promote expertise, and cultivating a marketing culture.

She has a Master's degree in International Economics from Columbia University in New York and a B.A. from University of Missouri - Columbia.

ABBREVIATED

Word Count: 109

Elizabeth Harr is an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A managing partner at Hinge, she leads Hinge's client delivery team, helping businesses solve critical marketing and brand-related challenges. 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 co-authored several books and reports published by the Hinge Research Institute. She holds a Master's degree in International Economics from Columbia University in New York and a B.A. from University of Missouri - Columbia. Elizabeth is a recognized Visible Expert®.

BYLINE BIO

Word Count: 29

Elizabeth Harr is a managing partner at Hinge, the leading research-based branding and marketing firm for professional services. She writes and speaks frequently on critical marketing and brand-related issues.

Speaker Introduction

Elizabeth Harr

STANDARD

Word Count: 130

Our speaker today is Elizabeth Harr, an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A managing partner at Hinge, she leads Hinge's client delivery team, helping businesses solve critical marketing and brand-related challenges. 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 co-authored several books and reports published by the Hinge Research Institute, including *The Visible Expert® Revolution*, *The Visible Expert®*, *Inside the Buyers Brain*, *The Social Media Guide for Professional Services*, *How Buyers Buy* and *Online Marketing for Professional Services* and regularly contributes to Hinge's company blog and numerous professional services publications.

Please join me in welcoming Elizabeth Harr.

Images

DOWNLOAD IMAGES



700 x 900 vert



900 x 900 sq



1024 x 1280 vert



1024 x 684 horiz



3209 x 1805 horiz