



Elizabeth Harr

PARTNER

Elizabeth Harr is an accomplished entrepreneur and executive who leads the business development 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.

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WATCH ELIZABETH'S REEL

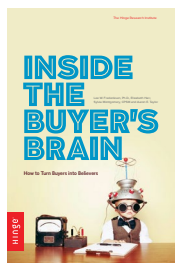


"In the world of marketing technology services, trust is everything. Don't stop at declaring yourself a thought leader—you must support the claim by publishing educational content. This long-term strategy leads to a brand that prospects can trust."

Experience

- Partner 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*, *Inside the Buyer's Brain*, *The Social Media Guide for Professional Services*, *How Buyers Buy* and *Online Marketing for Professional Services*
- Speaking events include Washington Technology's Power Breakfast series, The Professional Services Council, Northern Virginia Technology Council (NVTC), Marketing Executives Networking Forum and others

Elizabeth's Books



Biography

Elizabeth Harr

STANDARD

Word Count: 142

Elizabeth Harr is an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A partner at Hinge, she leads Hinge's business development 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*®, *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: 111

Elizabeth Harr is an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A partner at Hinge, she leads Hinge's business development 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: 43

Elizabeth Harr is a 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

STANDARD

Word Count: 128

Elizabeth Harr

Our speaker today is Elizabeth Harr, an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A partner at Hinge, she leads Hinge's business development 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.

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Please join me in welcoming Elizabeth Harr.

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