



Jennifer McKenna Weinbaum

Jennifer is a powerful change agent that transforms ideas into reality. She is adept at extracting the Big Idea and breaking it down into measurable milestones for practical application. With a background in marketing, finance and program development, Jennifer coaches leaders and facilitates the process of cultural change in pursuit of growth.

Jennifer's specialty is identifying and changing patterns within organizations that can inhibit the process of seamless, productive and profitable transformation. Her focus is on honoring a company's mission to impact the bottom line. In particular, through her Corporate Consciousness philosophy, she infuses a fresh perspective into traditional corporate paradigms insuring congruency, integrity, and forward movement.

Throughout her career, Jennifer has brought differing worlds together to realize a common vision. She also unifies disparate internal divisions that are required to collaborate and drive forward new business initiatives. Jennifer's pioneering and re-engineering efforts have positively altered the trajectory of companies that had previously plateaued or failed. Over the course of her 20-year career, she has successfully transformed perspectives to achieve desired outcomes within non-profit, corporate and government entities.