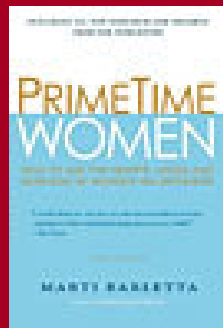
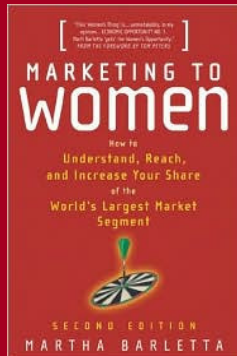




“A huge hit at our Top Producer conferences”

– Keith Hartstein, Executive VP of Sales and Marketing, John Hancock Funds, LLC



SPEECH TOPICS

- *GenderTrends™*: How Men and Women Think, Feel, Buy, and Communicate
- *PrimeTime Women™*: How to Win the Hearts, Minds, and Business of Boomer Big Spenders
- *Face to Face with Your Female Customer*: Retail and B2B Sales
- *Women in the Workplace*
- *Women Business Owners*: Strategies for Success

About Marti Barletta

A recognized international authority on marketing to women, Marti is frequently quoted on the CBS Evening News, on ABC, MSNBC, NPR, and in the pages of publications like the *Wall Street Journal*, *New York Times*, *Fast Company*, *Entrepreneur*, *Business Week*, and more.

“Marti Barletta’s presentation on PrimeTime™ Women was fascinating and entertaining”

- Meredith Jordan, Conference Producer, *Strategy Magazine*

With an MBA from Wharton and years of marketing experience, Marti shares her expertise in *Marketing to Women* and *Primetime Women™*. She capitalizes on her background and gender expertise to enlighten audiences about tapping into the unprecedented buying power of women in their prime.

TAP INTO UNDER DEVELOPED MARKETS

Marti will awaken audiences to *GenderTrends™*, and will show why the differences in how men and women think, feel, buy, and communicate matter to your brand. She will explain how to adapt products and services to meet and exceed the expectations of the female customer, and how to win women’s business without alienating men.

Yesterday’s Baby Boomer who said “Never trust anyone over 30” is turning 60! If your focus is strictly the young consumer, you are missing PrimeTime Women™ households with per capita spending 2.5 times the national average!