NANCY A. SHENKER
BADASS MARKETER, STRAIGHT-SHOOTER, VISIONARY

“Bad girl, great branding” - FORBES

Nancy A. Shenker has witnessed firsthand the rapid change in the business and marketing world over the past 30+ years. From the C-suites of Citibank, MasterCard, Reed Exhibitions (producers of ComicCon) to Founder and CEO of theONswitch marketing group and nunumedia Publishing, Nancy confidently straddles the digital divide and teaches you how to turn ideas into profitable ideas...while having fun.

A straight talk visionary who captivates audiences worldwide with her wit and wisdom from center stage keynotes to moderating thought-leader panels and facilitating workshops one-to-one, Nancy delivers.

And when Nancy speaks, you might not hear violins but she will passionately advise you on a wide scope of topics, from emerging media trends to maintaining brand cache in a disruptive market to choosing back-end technologies.

If you engage Nancy to speak, you can collaborate on customizing speaking topics and developing content workshops that drive audience participation and interaction...specifically for your industry and needs. Nancy has experience in 50+ industries and audiences ranging from 10 to 1,000!

WHEN NANCY SPEAKS

“[She] continues to deliver results, making sure her clients value her directness, irreverence, candor and sense of fun. [This]...bad girl can teach good women about personal branding.”

“[She] is provocative, connecting with her audience through storytelling and uses her experience and knowledge to drive discussion, as well as mentor. Her style is eye-opening, interactive, and energizing.”
Celine Matthiessen, VP Analysis and Insights, and Mackenzie Lovings, VP of Marketing, BIA/Kelsey

“[She] captivates audiences with her colorful wit, and has a powerful impact on the cultural conversation.”
Jim D’Arcangelo, VP, Marketing, When I Work

“Audiences of all ages laugh, nod, and prosper. She simplifies the most complicated topics and inspires people to innovate!”
Wendi Caplan-Carroll, Area Director, Constant Contact

“People listen. And I don’t mean your dry cleaner or the nice lady with the berries at the farmers’ market. I mean influencers, CEOs, CMOs. It’s rumored that Michelle Obama and Hillary Clinton often discuss her wise and witty elocution.”
Howard Bragman, Chairman, Founder, Fifteen Minutes PR

Let’s Collaborate!

Work with Nancy to create unique, participatory presentations, customized for your specific industry and audience.

FEATURED IN:
The New York Times
HUFFPOST
Forbes
wework
AP
Bloomberg
Entrepreneur
THE WALL STREET JOURNAL
SELF
USA TODAY
Nancy coaches professionals on how to build powerful brands and generate new sources of revenue through innovative marketing.

Nancy is Publisher and creator of two online communities targeted to business owners:

» Bad Girl, Good Business advises on how to selectively break the rules (in business and life) to thrive and prosper.

» Award-winning sheBOOM is an interactive community for women business owners and entrepreneurs, offering original and compelling ways to profit, scale-up, and enjoy their work and lives.

A blogger for The Huffington Post, Nancy has also contributed to and been quoted in Bloomberg, Forbes, the Wall Street Journal, USA Today, Entrepreneur, The New York Times, Nightclub & Bar.com, Fox News TV, WeWork Creator, and other business and consumer media. She is co-author of Don’t Hook Up With the Dude in the Next Cube: 200+ Career Secrets for 20-Somethings, a how-to guide for young women entering the workplace, as well as a line of business-inspired comic books, launched under nunumedia.

Nancy has inspired attendees at 100+ speaking engagements including, but not limited to: the New York Times Small Business Event; Interbike; American Camp Association National Conference; BIA/Kelsey ENGAGE; Black Public Relations Society of America; Cornell University’s ILR School; Jellystone National Park Camp-Resorts Symposium; Marijuana Business Association of New York; Nightclub & Bar Convention & Trade Show; Professional Businesswomen of California; SCORE’s 50th Anniversary Celebration; Yarn Market News Conference; Tri-State Camp Conference; Westchester Knicks Partners; WeWork; Business Council of Westchester; numerous Chambers of Commerce; Constant Contact Workshops, and many other national and local events and conferences.

A graduate from the University of Michigan and NYU’s Graduate Publishing Program, Nancy also attended Kellogg’s Executive Communications Program.

Speaking Topics

BRAND MARKETING & PR

» The $100M Funnel: How Content Marketing Generates Awareness, Sales Leads, and ROI

» Building a Brand in the Digital Age

» Content Marketing: What to Say When You Have Nothing to Say

» Timeless Marketing: 5 Decades of Separating Trends from Fact

» IRL (In Real Life): How to Combine Events & Digital Media

» Don’t Get Deleted: Awesome Email Marketing

INNOVATION & TECH

» 25 MUST Have Apps

» What’s Next in Digital Media?

» MarTech Talk: What is Marketing Technology?

» Building the Perfect Tech Stack

PEOPLE

» Boomers & Millennials: Cross-Generational Relationships

» Finding Your Inner Supergirl (or Superhero, depending on the audience)

» From Schlepper to CEO: Building Your Career in the 2000’s

» Million Dollar Women: Habits that Separate Women from Girls

» Reinvention After 50