

# **Denise Barreto**

**Author, Managing Partner, Trainer and Speaker at Relationships Matter Now, LLC**

Chicago, IL, US

Relationship Revolutionist - Changing the World, One Relationship at a Time

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## **Biography**

Got a brand or image problem your organization wants dissected and solved? Want to engage consumers in a meaningful way that leads to solid relationships with your brand/service/product? Need big ideas that drive the purchasing behavior of your target? Want a big idea, solid execution and high accountability in a marketing partner? You landed on the right marketer's page! I am an impact hungry marketer who focuses on pioneering programs and driving fiscally sound (High ROI) integrated marketing campaigns utilizing various tactics and mediums. I have proven, progressive marketing experience over the last 17 years in companies ranging from start-ups to leaders in key industries including travel, sports and retail. I have persuasion skills to slay the most daunting obstacles and can clearly and concisely gain alignment when multiple parties are needed for decision making. If your clients/targets speak Spanish - awesome - so do I! Accomplished green marketing specialist with two ENERGY STAR Partner of the Year award distinctions with two different companies in two different industries in a 5 year span.

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## **Availability**

Keynote, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Retail, Travel and Tourism, Non-Profit/Charitable, Talent Management, Advertising/Marketing, Recruiting, Professional Training and Coaching, Social Media

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## **Areas of Expertise**

Relationships, Marketing, Leadership, Customer Service, Corporate Partnerships, Inclusion and Diversity

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## **Sample Talks**

### **It's A Good Thing We Are All Marketers**

This tongue firmly-in-cheek talk speaks to the subjectivity of marketing and how to break away from the frustrations as a marketer and deliver relevant, measurable marketing campaigns.

### **Great Customer Service Starts At Home: Driving Internal Customer Service**

This interactive workshop explores the barriers to delivering great customer service internally and co-creates ways to break through them. Additionally, participants leave this session with a solid framework for building key values of internal customer service as a means for delivering consistent, excellent external customer service.

### **The Material Impact of Good Relationships on Your Business**

This keynote speaks to the importance of fortifying all the relationships in the Chain of Relationships of the people who work for you. Designed to drive home the concept of healthy, engaged employees have higher productivity and build meaningful relationships with the customer target you serve.

### **People Are Perfect, Relationships Are Not**

A keynote designed to talk about how relationships really work versus how we think they should work. If there is a cliché about relationships - it is myth-busted in this talk. We speak about the importance of clear communication, healthy conflict resolution and realistic expectations when dealing with human beings- versus animals, aliens or other creatures. Funny, high impact and practical - this talk is a great kickoff message for conferences with peer groups or team annual meetings.

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## **Event Appearances**

### **Who Is Your First Customer? The Importance of Internal Customer Service**

Soaring To New Heights: 2012 Illinois Parks and Recreation Annual Conference

### **Care More, Fear Less**

TEDxMarinette

### **Co-Creation: D&I Next Force Multiplier For ERG Engagement**

The Forum on Workplace Inclusion

### **Blogger Keynote: Activate Your Best Talents Today**

2014 SoFab Conference

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## **Education**

### **Judson University**

BA - Communications Marketing Communications

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## **Accomplishments**

### **2010 ENERGY STAR Retail Partner of the Year Distinction - Sears**

Co-led cross-functional team that brought the prestigious award to Sears. Green marketing lead for SHC and drove all the post-award promotion and communications

### **2007 ENERGY STAR Window and Door Manufacturer of the Year - Pella Corporation**

Co-led team to secure the first time award for Pella Corporation and co-led the communication plan post-award

### **Elected Municipal Official**

Elected to an at-large village board of trustees. Placed second in voting between 6 candidates for 3 seats on the board. Lead the strategic marketing committee for the Lake in the Hills Airport Represents Village of Lake in the Hills on the McHenry County Council of Governments

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## **Testimonials**

### **LoriKay Paden**

It is always a refreshing treat to have Denise Barreto speak at our Illinois Park and Recreation Association and CIRCLE Connection conferences. She takes the time to know her clients, their needs and desires. Researches and provides relevant information in a fun, professional and interactive style.

### **Lisa Landers**

It was our pleasure to have Denise speak at our first annual Sport Illinois Huddle 2009. She was prepared, engaging and extremely personable for our participants. Her content was informative and she connected with our audience quickly and effectively. I enjoyed working with her and would highly recommend her to any organization seeking a strong speaker for any type of program or workshop based event

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