

Hessie Jones

CEO at ARCOMPANY

Pickering, ON, CA

Author, Digital Strategist: Generational insights, Big Data Strategy and Performance, Customer Centricity

Biography

As a seasoned digital strategist, Hessie Jones continues to challenge the notion of complacency. With extensive experience in technology including start-ups, banking, advertising and social media, she has held management positions at Yahoo!, Citi, ONE Advertising and Aegis Media. Launch successes like Yahoo! Answers propelled Hessie into the world of social media. Hessie is the author of EVOLVE: Marketing (As We Know It) is Doomed!, an essential resource for marketers who have witnessed how technology is transforming communication and want to adapt to the demands of the new consumer. As an active writer for Huffington Post, Steamfeed, Digital Journal and WhatsYourTech, she is a purveyor for understanding and adapting to change: in marketing practices, in communication, and in understanding the evolving consumer mindset and behavior. Currently, Hessie is the Founder of ArCompany, helping companies realize the value of social intelligence and its impact on the inevitable next level of social business. She's also a cellist, MBA guest lecturer, wife and hockey mom.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Media - Online, Direct Marketing, Advertising/Marketing, Banking, Internet, Research

Areas of Expertise

Advertising, Advertising & Marketing, Big Data, Big Data Analysis, Big Data Analytics, Big Data Analytics / Risk Assessment, Big Data and Analytics, Customer Acquisition and Social Media, Customer Awareness, Customer Acquisition, Customer Analysis, Strategic & Business Planning, Marketing & Corporate Strategy, Generational Differences, Future of Work, Generation Y, Content Marketing Strategies, Generation X, Marketing

Affiliations

MaRS Discovery District - Speaker and Mentor, DMZ - Digital Media Zone - Mentor, Canadian Marketing Association - Member, Wired Women - Speaker, Rotman School of Business - Guest Lecturer, Ryerson School of Business - Guest Lecturer, University of Toronto - Guest Lecturer

Sample Talks

Busting Generational Stereotypes

Marketing across generations is hard. Everyone: brands, marketers and news organizations perpetuate stereotypes about Millennials, GenXers and Boomers. ArCompany is busting those myths. Our regular on-air broadcast features generations: of all ages, real talk about their perceptions, what they value across a variety of topics. It's time to listen and stop stereotyping.

The Future of Business

The economy, two-way communication, continues to challenge business: mindset, culture and process. The speed of information, coupled with the new consumer expectations will mean business will need to adapt. Millennials (who will make up over 75%) of the workforce by 2025 will influence how business functions. This new agility will challenge business but will also yield strong opportunities. Find out how.

The Future of Data and Performance

Big Data, Privacy ? two sides of the same coin. What we do, what we say online continues to add to this increasing well of data. Coupled with the rise of mobile, this spillover of information sees no real end in sight. How should marketers leverage all this information that's out there so it builds meaning for their business?

Marketing is Doomed

Technology is changing the game for Marketers and Brands. It is transforming communication and is mandating some drastic changes to the way things have been traditionally done to build awareness and drive sales. What do you have to do to adapt to the demands of the new consumer?

Customer at the Core

Marketers have always controlled the message. They traditionally created markets for their products. The 4 Ps of Marketing somehow forgot the customer as a core tenet. These days, customer experience is everything. It will make or break the relationship with the brand. How should marketers evolve to begin to build products for customers and not the other way around?

Event Appearances

Generation Next: Targeting The Millennial Market

Digital Media Summit

Rotman's Women's Leadership Symposium

Evolution of Social Media in Business

MarsDD: Building a social and sustainable business

Key Note : Start-up: Developing Sustainable Business

Social CRM: The future for managing relationships:

Data marketing Conference 2014

Data Security, Mobile Monetization: Geofencing, Mobile Ads
Data marketing Conference 2014

Can Financial Services Keep Up with the New Digital Ecosystem?
American Marketing Association: The Future of Financial Services Roundtable

The Future of F-Commerce
All Facebook Marketing Conference

Monetizing Forums
ForumCon

Generation Next - Targeting the Millennial Market
Digital Media Summit

Education

Wilfrid Laurier University
Honours Bachelor of Business Administration Business Administration

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