

Julie Roehm

Marketing Consultant at Backslash Meta, LLC

Kirkland, WA, US

Former CMO of the world's largest companies, consulting to VC's start-ups, and other Fortune 500 companies dynamically speaks on the future,

Biography

Julie Roehm is currently consulting for a host of companies in the area of marketing strategy and execution. The companies include large media companies, ad agencies, interactive television technology companies, financial services, private equity, media companies, automotive, new media start-ups and others. She frequently is engaged to speak at industry and corporate events globally and is a periodic guest contributor on Fox Business News, blogs for iMedia. Ms. Roehm was most recently the Sr. Vice President of Marketing Communications for Wal-Mart Stores. Here she helped to establish the marketing organization and to lead the agency review. Prior to this, Julie was the Director of Marketing Communications for Chrysler Group with responsibility for all branded communication efforts for the Chrysler, Jeep ® and Dodge brands. Ms. Roehm's responsibilities included media purchasing and creative; auto shows, branded events, sponsorships and partnerships; interactive media and gaming, customer relationship management, merchandising and licensing, and dealer advertising association communications. In 2004, Julie was named as the Marketing All-Star for 2004 by Automotive News, Automotive Marketer of the Year by Brandweek and Working Mother's Top 25 Women of 2004. This was succeeded by an initiation into the AAF Advertising Hall of Achievement for outstanding performance in the field of marketing and advertising to executives under 40 years old. In 2005, she was inducted into the Automotive Hall of Fame and was noted as a Top 100 Most Influential Women in the Automotive Industry. Also, in November of 2005, Chrysler was named Interactive Marketer of the Year by Ad Age, under Julie's leadership. Finally, in 2006, Julie was named as runner-up Corporate Media Executive of the Year by the Delaney Report and was awarded with the University of Chicago's Graduate School of Business "Distinguished Alumni" award.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Corporate Leadership, Computer Software, Retail, Consumer Goods, Automotive, Consumer Electronics, Entertainment, VC and Private Equity, Banking, Public Relations and Communications

Areas of Expertise

Agency and Media, Overcoming Fear in the Workplace, Marketing Strategies in an Ever Changing World, Maximizing the Output of Client

Sample Talks

Make Fear Your Friend

Business and marketing have become scary words. The average tenure of a CMO is less than 2 years. Why? Perhaps it is because fear of failure paralyzes business and marketers in particular. Learn how to make fear your friend and how to apply smart, progressive strategies to clients (conservative and progressive alike), media companies, and agencies businesses.

Education

University of Chicago

MBA Business Strategy, Negotiations, Marketing

Purdue University

BSCE Civil Engineering, Environmental Major

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)