



JENNIFER TUTTLE

MARKETING EXECUTIVE | BRAND
TRANSFORMATION | COMMERCIAL GROWTH

WHEN I'M NOT WORKING

I'm a proud single mom of two incredible daughters who inspire me every day, and two very hairy, four-legged boys who ensure life is never boring. Although my family is now spread across the country, Northern Kentucky has become home.

Curiosity has always been the thread running through my life. It's what drew me to psychology, inspired me to earn my master's degree in marketing, and continues to push me toward new ideas, technologies, and ways of thinking. Balancing graduate school, a full-time career, and raising two girls remains one of my proudest accomplishments, alongside running a marathon and watching my daughters pursue their own passions.

When I'm not working, you'll usually find me at the barn with my girls, cheering on my archer, hiking with my dogs, or buried in a book learning something new. I believe growth is a lifelong pursuit—professionally and personally.

Those who know me best often describe me as a "mama bear"—someone who cares deeply, protects fiercely, and believes that people do their best work when they feel supported and challenged. Mentoring others has been one of the most rewarding parts of my career, and I take just as much pride in the people I've helped develop as I do the brands I've helped grow.

MY PHILOSOPHY

My life's work has been devoted to understanding people—what moves us, what motivates us, and why we make the choices we do. That curiosity first led me to psychology and eventually to marketing, where I discovered that understanding human behavior is one of the greatest competitive advantages a business can have. Throughout my career, I've helped organizations better understand their customers, strengthen their brands, and align marketing with broader business objectives.

I've come to believe that organizations rarely struggle because they lack good products. More often, they struggle because customers don't fully understand what makes those products different or why they should care. Marketing alone can't solve every business challenge, but when it's grounded in strategy, customer insight, and operational alignment, it becomes one of the most powerful drivers of sustainable growth.

Throughout my career, I've had the opportunity to lead marketing across manufacturing, technology, consumer products, healthcare, and professional services. While the industries have varied, the challenge has remained remarkably consistent: understanding customers, creating meaningful differentiation, and aligning marketing with the broader goals of the business. Those experiences have shaped a leadership perspective grounded in strategy, commercial thinking, operational discipline, and a commitment to developing both brands and the people behind them.

I believe marketing should never operate as a standalone department. At its best, it serves as a strategic business discipline that shapes how an organization is understood, influences every customer interaction, and creates the commercial conditions that enable sustainable growth. My role has always been to help organizations strengthen that connection between their brand, their customers, and their business objectives while developing teams that are just as committed to the mission as they are to the results.

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ROLES SOUGHT:

- CMO, VP of Marketing, Senior Director of Marketing, Director of Marketing
- Remote, Hybrid in NKY/Cincinnati Region
- B2C, B2B or B2B2C, Products and/or Services