

Jenny Darroch



**PROVIDING
STRATEGIC
INSIGHTS
AT THE
MARKETING
AND
INNOVATION
INTERFACE**

**Associate Professor of Marketing
The Peter F. Drucker and Masatoshi Ito Graduate School of Management
Claremont Graduate University**

**Website: www.JennyDarroch.com Email: JennyDarroch@gmail.com
P.O. Box 1389, Claremont, CA 91711 Cell: (909) 260 7504**

Jenny Darroch: BIO

On the faculty at the Peter F. Drucker School and Masatoshi Ito Graduate School of Management, Jenny teaches marketing strategy to MBA and Executive MBA students. Teaching only post-experience students means that Jenny is adept at drawing from research and theory so as to solve practical marketing problems in a common sense, no-nonsense way. The Drucker School was recently ranked 5th in the USA by *The Princeton Review* for the quality of its faculty.



Jenny Darroch, PhD (Otago),
MCom (Auckland),
BMS (Waikato)

Jenny is a thought leader in marketing strategy with a special emphasis on marketing strategies that generate growth. An accomplished author, Jenny combines her interest in marketing, entrepreneurship and innovation in her research program. Her new book, *Marketing Through Turbulent Times* was recently published by Palgrave Macmillan.

Marketing Through Turbulent Times examines the context of the current recession, reminds managers what it means to execute excellent marketing strategy and provides a Problems-Solutions framework as a way of generating growth.

Jenny's publications have appeared in leading journals such as the *European Journal of Marketing*, *Journal of Business Ethics* and the *Journal of Small Business Management*. She recently co-edited (with George Day and Stan Slater) a Special Issue of the *Journal of the Academy of Marketing Science: A Tribute to Peter Drucker* in 2009.

Prior to joining the Drucker School, Jenny was the Director of Entrepreneurship and Associate Professor in Marketing at the University of Otago in New Zealand. She has taught in numerous executive education programs in New Zealand and around the Asia-Pacific region, managed the marketing curriculum for a large MBA program in New Zealand, developed and launched a Masters degree in Entrepreneurship, and was instrumental in developing support structures to allow the commercialization of science and technology intellectual property from universities. In 2002, Jenny had the honor of leading the New Zealand delegation to an APEC conference in Monterrey, Mexico, aimed at developing policies to support young entrepreneurs.

Jenny continues to provide leadership to her professional community. For example, she is an active board member of the Marketing and Entrepreneurship Special Interest Group within the American Marketing Association and hosts an American Marketing Association Chapter at Claremont Graduate University. Jenny frequently reviews for the *Journal of the Academy of Marketing Science*, Sage, Wiley, Palgrave, Routledge and other publishers.

Suggested Speaking Topics

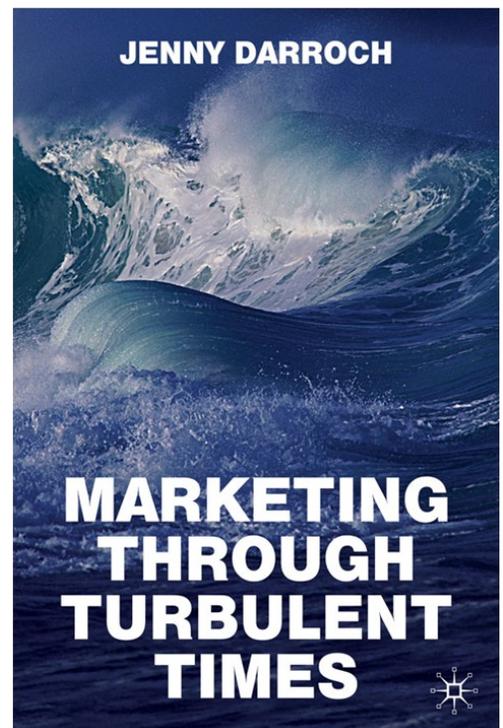
Marketing Through Turbulent Times: Lessons from the Great Recession

Marketing Strategies for Growth

Drucker On Marketing and Innovation

Strategic Brand Management

The Problem with Marketing Plans



www.MarketingThroughTurbulentTimes.com

Jenny Darroch:

Marketing Through Turbulent Times

Jenny Darroch's new book, *Marketing Through Turbulent Times*, is a common sense, accessible book that examines the challenges of marketing in the current environment and provides a range of principles and tools (including the Problems-Solutions™ framework) for managers who want to fine-tune their current marketing strategies while identifying innovative growth opportunities that will allow them to lead their organization toward a robust future.

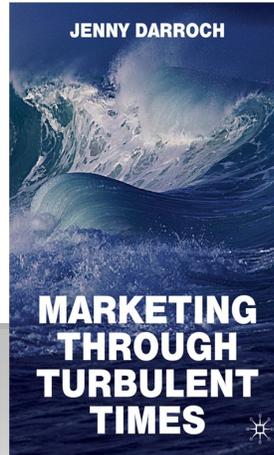


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“This book is a timely and forceful reminder of the message behind the Chinese character for crisis or critical turning point, which combines the characters for danger and hidden opportunity. Successful marketing managers must be ambidextrous to cope with the dangers created by the turbulence of the present, while preparing their organizations to capitalize on the growth opportunities that are created by the same turbulence. The reader will find rich guidance for doing both well, and staying relevant.”

George S. Day, Geoffrey T. Boisi Professor of Marketing, Co-Director, Mack Center for Technological Innovation, Director, Emerging Technologies Management Research Program, The Wharton School of the University of Pennsylvania

“While every executive is currently preoccupied - and perhaps immobilized - with how to compete in tumultuous times, this is the very first practical managerial guidebook to help managers not only compete - but win. Importantly, this is not simply an interesting “thought piece” - but rather based on solid empirical evidence examining how firms accelerated out of recessionary times versus firms that simply survived.”

Bernie Jaworski, Monitor Executive Development, Monitor Group

Endorsements

“Jenny Darroch is like a good friend helping you think through the current financial crisis and heightened turbulence. She offers several perspectives, frameworks and examples that will stimulate new ideas for turning the threats into opportunities, echoing the idea that a crisis is a terrible thing to waste.”

Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

“I found your book fascinating - not because I learned a lot about marketing of which I had no idea, but because I marvel at the amount of research you put into it. The bibliography alone is overwhelming. I hope it is going to be a roaring success and required reading in all Business Schools. Congratulations.”

Doris Drucker, physicist, inventor, entrepreneur and wife of the late Peter Drucker.

“All of us saw the mounting chaos and turbulence leading up to the collapse of the global financial system at the end of 2008. In seeing this evolving crisis, Professor Darroch correctly wondered how marketing managers could possibly make sense of this new world; a period where history can in no way be relied upon to make rational sense of the future. Fortunately for all of us, she has provided in this work a superb roadmap and a strategy for not only survival but how to prosper in these turbulent times. This is truly a book for our time.”

Peter Sealey, Ph.D., Former Head of Global Marketing, The Coca-Cola Company, Former President of Marketing and Distribution, Columbia Pictures

Jenny Darroch:

Suggested Speaking Topics

Marketing Through Turbulent Times: Lessons from the Great Recession

Jenny Darroch provides an overview of the 10 lessons learned from marketing through the recession of 2009, which she has captured in her latest book "Marketing Through Turbulent Times".

The lessons are broken into three themes: (1) "Hope is Not Enough": some guiding principles for marketing through turbulent times; (2) growth through excellent execution of the current marketing strategy; (3) growth by pushing product-market boundaries using the Problems-Solutions™ Framework, a four stage framework to help structure idea generation and development.

Strategic Brand Management

A strong brand is clearly understood by all those who work for the organization and therefore facilitates effective decision-making. In addition, a strong brand provides a common language and frame of reference that allows external stakeholders, such as customers and investors, to make sense of the firm.

One of the challenges facing brand managers today is to ensure that the brand not only remains well-known and respected but also that it maintains a point of difference in what is normally a competitive market and remains relevant in an ever-changing market.

In this talk, Jenny focuses on the challenges of differentiation and relevance. She uses current examples and practical tools to help analyze brands and develop effective solutions.

Marketing Strategies for Growth

In this talk, Jenny introduces a framework she has developed called The Problems-Solutions™ Framework. The Problems-Solutions™ Framework is a four-stage framework that effectively links consumer problems with new product solutions in a way that minimizes the risk of low levels of consumer adoption and therefore product failure.

Jenny weaves together concepts from new product development, marketing research, internal management practices and marketing principles in a way that is easy to understand. The Problems-Solutions™ Framework challenges conventional wisdom and provides a refreshing approach to achieving growth.

Suggested Speaking Topics

Marketing Through Turbulent Times: Lessons from the Great Recession

Marketing Strategies for Growth

Drucker On Marketing and Innovation

Strategic Brand Management

The Problem with Marketing Plans

The Problem with Marketing Plans

Many organizations have well developed manuals from which to guide the marketing team through the construction of a marketing plan. The philosophy behind traditional approaches to marketing plans is: "If I can predict the future, I can control it".

Drucker On Marketing and Innovation

Drucker was considered the father of modern management and yet he had a profound impact on the practice of marketing. One of his major contributions was the way in which he encouraged firms to focus on both marketing and innovation in order to create value: "Because its purpose is to create a customer, the business has two - and only two - functions: marketing and innovation. Marketing and innovation create value, all the rest are costs."

Jenny, a professor of marketing at the Drucker School of Management, provides an overview of some of Drucker's most important contributions to the intersection between marketing and reminds us of just how important Drucker's ideas are today.

In this talk, Jenny shows why the traditional approach to developing marketing plans does not really work for new products developed that are developed by an entrepreneur or an entrepreneurial organization. Since many entrepreneurs begin with questions of "Who am I, what do I know and whom do I know" the central philosophy becomes: "If I can control the future, I do not need to predict it". The same holds true for organizations wanting to leverage internal capabilities, such as expertise with a specific technology, to create new products and shape markets.

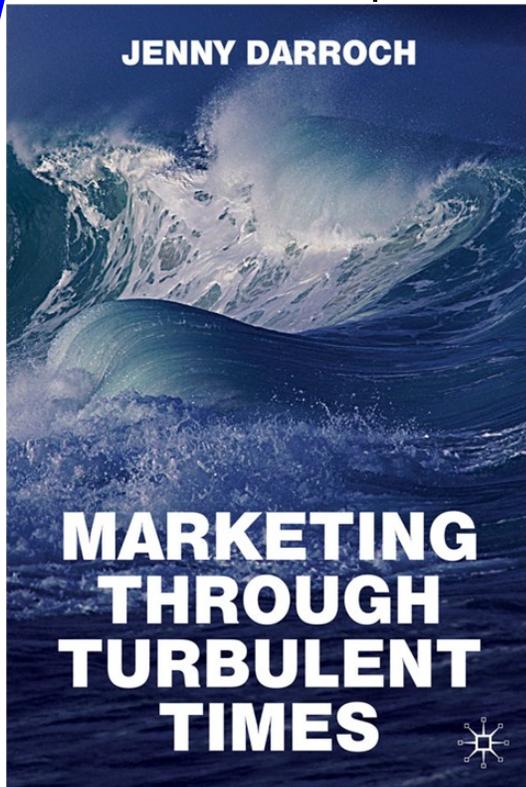
Jenny offers an alternative approach and insights along the way about an entrepreneurial approach to marketing.

Jenny Darroch:

Huffington Post Contributions

- 1) Innovations that Change the World, February 25, 2010.**
- 2) Customer (Dis) Satisfaction and President Obama, January 27, 2010.**
- 3) Marketers, are you Listening to the Language used to Describe the New Apple Tablet? January 19, 2010.**
- 4) Super Bowl Advertising: 2009 vs. 2010, January 13, 2010.**
- 5) Marketing through the Recession: Ten Lessons from 2009, December 31, 2009.**
- 6) It Is Time to Refocus on Education, R&D and Innovation If We Are to "Think Different" and Remain Competitive, December 9, 2009.**
- 7) Xbox, FarmVille and the Need to Play and Socialize With Others, December 2, 2009.**
- 8) Why We Don't Complain About Airline Travel Anymore (And How To Avoid Disappointment This Holiday Season), November 23, 2009.**
- 9) New, Exciting And Intriguing Innovations, November 19, 2009.**
- 10) Can Strong Brand Management Practices Hinder Career Opportunities?, November 14, 2009.**
- 11) An Open Letter to Retailers About Keeping Customers Happy this Holiday Season, November 12, 2009.**
- 12) Big Brands vs. Private Labels and the Recession, November 2, 2009.**
- 13) McDonald's on Ice, October 29, 2009.**
- 14) Eighty Years After Black Tuesday, October 29, 2009.**
- 15) Interesting Innovations that Generate Growth and Shape Markets, October 28, 2009.**
- 16) Firing Customers: Are All Customers Created Equal?, October 22, 2009.**
- 17) Don't Get Too Excited by Green Shoots, They Might Turn Brown, October 20, 2009.**
- 18) Car Buying Behavior: The Case of Demotorization, October 14, 2009.**
- 19) Post Recession Economic Growth Means Challenging Our Concept of "Normal", October 8, 2009.**
- 20) Marketing Strategy Has an Important Role to Play in Post-Recession Economic Growth, October 7, 2009.**
- 21) What Do Social Media and the Printing Press Have in Common?, October 1, 2009.**
- 22) Will Consumer Spending Change Once the Recession Ends? September 30, 2009.**
- 23) Avoid the Temptation to Cut Marketing Budgets to Balance the Books, September 26, 2009.**

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