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CAROLYN PARRS

STRATEGIC GREEN MARKETING & WOMEN'S LEADERSHIP

"THE GREEN MARKETING GURU"

-Business Weekly

Carolyn and her products have been featured in

THE WALL STREET JOURNAL

 PBS

 HBO

The New York Times

COSMOPOLITAN

People

Entrepreneur
MAGAZINE

 lifetime.



CAROLYN PARRS

For over ten years, Carolyn Parrs has been a sought-after presenter nationally and internationally on green marketing, and women in values-driven leadership roles. Her extensive knowledge of the marketplace combined with her naturally engaging presence, educates and inspires audiences in action. She has presented keynotes, workshops and webinars to a wide range of companies and organizations including industry organizations, trade associations, community forums and educational institutions.

SAMPLE SPEAKING TOPICS

Breakthrough Branding: Creating Highly Effective Messaging for Today's Green Market

The 3 Fatal Flaws in Green Marketing and How to Easily Avoid Them

Fire the Choir: Why Most Green Marketing Doesn't Work and What To Do About It

Women as Game-Changers: How the Collective Power of Women is Changing the World

"Carolyn's presentations are always highly rated by our members and her counsel often means the difference between success and failure in this very competitive market."

– Allan Oliver, CEO, New Mexico Green Chamber of Commerce

“Carolyn’s engaging presentation on green marketing combined useful information with entertainment. She was one of our all-time top presenters.”

– Graham Russell, Executive Director, CORE Colorado

KEYNOTE PRESENTATIONS INCLUDE

Sundance Green Spa Conference and Expo

New Mexico Green Chamber of Commerce

Green America Green Business Conference

US Green Building Association

Tech Ventures Corporation

Northern New Mexico Tech Council

Santa Fe Green Business Network

American Management Association

Women in Communications Expo

American Marketing Association

University of Ottawa Sustainability Conference

Danbury Hospital Alternative Health Program

Western Connecticut State University's
Institute for Holistic Health Care

National Association of Women Business Owners
State Conference

Secondary Materials and Recycled Textiles
Conference

National Pest Management Association
Conference

Association of Nonwoven Fabrics Industry
Conference

Sustainable Business Alliance



Paul Hawken and Carolyn Parrs at The Lensic Theater

SELECT PRESS

Breakthrough Branding for Today's Green Market
Environmental Leader

The Tao of Green Marketing
Marketing Profs

3 Steps to Smarten Up Your Green Marketing
Environmental Leader

Fire the Choir: Why Green Marketing Hasn't Worked and What To Do About It
Green Fire Times

3 Steps to Smarten Up Your Green Marketing
Environmental Leader

How the Collective Power of Women Can Change the World – Part 1 & 2
Elephant Journal

Farmer's Market: Green-marketing guru Carolyn Parrs on doing business in a green economy
Santa Fe Reporter

Walking the Walk: Consultants Battle Greenwashing By Crafting Reliable Message
New Mexico Business Weekly

The Five Fatal Flaws of Green Communication
New Mexico Business Weekly

Marketing Gurus Tap Growing Green Market
New Mexico Business Weekly

SELECT TV APPEARANCES & VIDEOS

Earth Day 2015 Environmental Special
New Mexico In Focus, PBS

Effectively positioning a green or socially-focused brand
University of Colorado, Boulder

Green Marketing Minutes by Carolyn Parrs
Youtube Channel

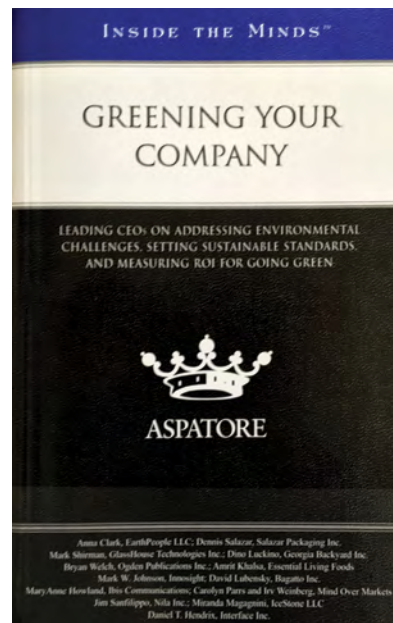
BOOK

GREENING YOUR COMPANY INSIDE THE MINDS™ SERIES

Thomson Reuters

"Whether or not you believe in global warming, no one can debate that the green movement has taken the planet by storm. What started as a cause has become a because — because in every way, from the ecologic to the economic, green is not just a good-conscience move; it's a good business move with direct correlation to the bottom line."

—Carolyn Parrs, featured author



SAMPLE PRESENTATION

Breakthrough Branding: Creating Highly Effective Messaging for Today's Green Market



Ben Cohen (Ben of Ben & Jerry's™) and Carolyn Parrs



The green market has grown well past the initial 19% of the population that support green and socially responsible efforts and initiatives no matter what. Smart green marketers know they need to “greenstream” their brand and messaging in order to meet the masses so that real change can occur. That shift of emphasis has deep implications for green businesses and marketers.

Carolyn Parrs, CEO of Mind Over Markets, a strategic green marketing communications company, will share her knowledge and insights from her decade-long career as a green marketer -- and show participants how to do just that.

For over 10 years, Carolyn Parrs, founder of Mind Over Markets, a strategic green marketing communications company, has helped businesses succeed in this emerging market.

In her presentation, Carolyn will show marketers and business owners how to:

- Reframe their brand for mass appeal
- Cut through the green clutter with a message that attracts millions
- Drive their message successfully using social media

Carolyn's presentation will include successful and unsuccessful marketing messages and campaigns. Illuminating!



CAROLYN PARRS

Carolyn Parrs is the CEO and founder of Mind Over Markets, a dedicated green marketing communications and design company in Santa Fe, New Mexico. For over a decade, she has helped businesses and organizations succeed including PNM, Positive Energy Solar, Santa Fe Prep and Growstone Horticultural Products. Her current clients range from renewable energy to organics to non-toxic paints, pallets, pet food and more.

Carolyn is a featured author on Green Marketing in Thomson Reuters' book series for C-level executives called *Inside the Minds: Greening your Business*. She is the author of *The Green Marketing Blog* and the creator of *Women Of Green*, a multi-media news source and online community that turns up the volume of the feminine voice on the planet.



Carolyn Parrs on Entrepreneur Success Panel in Denver

Carolyn is a founding board member and past President of the Santa Fe Green Chamber of Commerce, part of the largest statewide business organization in New Mexico with over 1100 members. She is also a certified Marketing and Business Coach and works one-on-one with entrepreneurs and executives internationally. She has worked at top New York City advertising agencies, such as Benton & Bowles and Wunderman Worldwide, serving clients including General Foods, Proctor & Gamble, AT&T, IBM, Richardson-Vicks, Manufacturers Hanover Trust, and Time/Life Books.

As a serial entrepreneur, Carolyn founded an upscale pet supplies company called POOCHI™ and in under 4 years it was acquired by a multi-billion dollar corporation. She and her products have appeared on television shows such as *Good Morning America*, *ABC News*, *CBS News* and on radio and cable shows such as *HBO*, *CNN* and *Lifetime Channel*. Print coverage includes *The New York Times*, *L.A. Times*, *Wall Street Journal*, *Chicago Tribune*, *Entrepreneur Magazine*, *People Magazine*, and *Cosmopolitan*.

Carolyn lives in Santa Fe, New Mexico with her two kids and pups, Heart and Soul.

“Carolyn and the team at Mind Over Markets are the most savvy, talented people I know working with sustainable companies. Their firm is at the forefront of green marketing.”

–Joe Gillach, Vice President of Marketing, Qnuru

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MIND
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womenofgreen

Turn Up the Volume