

# Carolyn Parrs

## MIND

OVER • MARKETS

Award-winning CEO

Speaker

International Marketing Consultant & Coach

Conference Producer



## What Decision Makers are Saying About Carolyn's Content and Presentations

**"Carolyn's Sustainability & Green panel/presentation was rated the Top 5 Presentations in over 175+ workshops with more than 2,000 attendees."**

—Seattle Startup Week

**"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 of CORE Colorado

**"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 Past Speaking Engagements

- US Green Chamber of Commerce
- Green America Business Network
- Secondary Materials and Recycled Textiles
- Association of Nonwoven Fabrics Industry
- American Spa Magazine Women's Summit
- US Green Building Association
- American Marketing Association
- Greater Seattle Business Association
- Women as Game Changers
- National Association of Women Business Owners
- International Society of Sustainability Professionals
- Green Spa Network
- University of Ottawa
- Northern New Mexico Tech Council
- Seattle Startup Week
- American Management Association
- New Mexico Green Chamber of Commerce
- University of Colorado
- ...and many more

THE WALL STREET JOURNAL

PBS

HBO

The New York Times

COSMOPOLITAN

People

Entrepreneur  
MAGAZINE

lifetime

# More About Carolyn

Carolyn Parrs is the CEO of Mind Over Markets, a sustainable brand marketing and messaging company. Since 2003, MOM has helped thousands of sustainable brands increase market share with mainstream consumers.

Carolyn worked at some of the top New York City advertising agencies such as Benton & Bowles and Wunderman Worldwide, serving clients such as General Foods, Proctor & Gamble, AT&T, IBM, Richardson-Vicks, Manufacturers Hanover Trust, Time/Life Books and more.

This awakened her entrepreneurial spirit and Parrs founded POOCHI, an upscale pet fashion company. POOCHI sold in over 1,000 pet and department stores including Macy's, Bloomingdales, Neiman-Marcus and Harrods of London. In under four years, it was acquired by a 24 billion-dollar corporation.

Carolyn and her products have appeared on HBO, PBS, CNN, ABC, CBS and Lifetime Channel. Print coverage includes The New York Times, L.A. Times, Wall Street Journal, Chicago Tribune, People Magazine, Mademoiselle and Cosmopolitan.

As committed sustainability advocate, she created Women Of Green, a robust online community that "turns up the volume" of the feminine voice in green.

Her greatest feat was raising two amazing kids. She lives and works in Seattle and Santa Fe with her pups, Heart and Soul.



## Awards & Recognitions

- Go Green Award – first place
- Century Bank Small Business Award – first place
- Big Apple Radio Award
- Seattle Startup Week – Rated in Top 5 presentations

Some of the brands Carolyn has worked with over the last 25+ years.



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**CONTACT US TODAY**

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