

BIOGRAPHY (LONG)

Jennifer Ransaw Smith is a nationally recognized **Personal Elevation™** Architect, Leadership Development Mentor and Personal Brand Strategist. She specializes in igniting the **visibility, credibility, and profitability of professional women executives and entrepreneurs**. Her mission is to empower her clients to “define themselves, before others do it for them.”

She is the Founder of **The Personal Elevation Lab™**, a boutique consultancy specifically designed to leverage the skills, talents and expertise of professional women who are ready to “make a name for themselves” within their organization and industry and **The Undeniably Fierce Movement**, a soon to be global movement that challenges women reinvent how they are currently living and uplevel all areas of their life.

During the past decade, some of the nation’s leading organizations (such as *Microsoft, Duke Energy, Deloitte and Magellan Healthcare*) have sought out Jennifer’s personal and leadership branding expertise to empower, educate, amplify and elevate their women employees.

Prior to launching her own agency in 2008 (formerly called Brand id | Strategic Partners, LLC), Jennifer spent over a decade working on the creative, public relations and marketing teams for high-profile agencies from coast-to-coast (Los Angeles to NYC) helping elevate the visibility of her clients in the marketplace. Past clients include: Burger King, AT&T, Kraft, Texaco, Clairol and Coke, Revlon.

Jennifer’s personal branding and elevation tips, tools and strategies have appeared in numerous publications, national radio and television. She divides her time between consulting, speaking, training, and coaching clients on how to become “the person to know” in their industry.

