

Joint Company and Bio Information

Dawn Ohaver Moyer and Jenny Casagrande are founders of Potential Essential, a firm committed to guiding individuals and businesses to discover their potential, become essential to their customers, clients, or employer and to achieve exceptional. They are the authors of the book **KEYS to Marketing YOU to Get THE JOB** which shares formulas on how to unlock career potential and communicate it through establishing branding, understanding professional value and sharing it in a way that fulfills organizations' needs. Potential Essential is a HUB certified small women-owned business.

Dawn Ohaver Moyer has over twenty-five years' sales and award-winning marketing experience across various industries, ranging from family-owned ventures to Fortune 500 companies. She is the recipient of multiple marketing and sales excellence awards, including two Effie Awards for advertising, and is widely recognized for her inspirational leadership skills. She has extensive training and presentation experience ranging from individual coaching, group training and presentations, to stage presentation to audiences in the thousands.

Jenny Casagrande has over 15 years of experience in marketing strategy, market research, and in-depth analytics in corporate America. She has two Marketing Excellence Awards and proven success in problem solving and shaping strategies to overcome complex business challenges. With a strong background in market research facilitation, team building and education, Jenny has led and executed several department and division-wide projects focused on building teams, strategic planning, managing team performance and satisfaction.

They are experienced and dynamic speakers who use a variety of methods to keep the audience engaged, including videos, images, and storytelling. In addition, the unique benefit of two speakers extends their reach to a broader audience and allows them to adapt, in real time, to a variety of learning styles.

Their clients include corporations, women's leadership organizations, and organizations focused on career development. Recent engagements include: Accenture, bioMérieux, AHCA, Capital Leadership Initiative, Philadelphia University, Healthcare Women Business's Association (HBA) National Convention, Dress for Success of the Triangle, and Poole College of Management of North Carolina State University.

Sample of feedback on PE training and workshops:

- *"Changed the way our sales force interacts with clinicians. They taught us how to have a dialogue that benefits us all."*
- *"Great info! Down to earth and practical information."*
- *"Best workshop at the convention!"*
- *"Loved the breakout session on 'breaking the glass ceiling' . . . The presenters were so charismatic and really captivating and I felt like I took a lot away from that session."*
- *"Out of the ball park."*
- *"They beautifully combined the social, psychological, and tangible elements of how to identify one's strengths. Members were inspired and encouraged and walked away with easily identifiable next steps."*

About Dawn Ohaver Moyer

Co-Founder of Potential Essential, Dawn Ohaver Moyer achieves when others succeed. For Dawn, it's about working one-on-one to connect companies with their employees, employees with the careers they want and women with the opportunities they deserve. A former corporate executive, Dawn is an experienced consultant, corporate trainer, leadership expert, and award-winning marketing strategist – having launched several highly successful multi-million dollar products where she inspired, lead and empowered individuals to realize exceptional performance.

With her passionate knowledge and expertise on how to inspire, lead and empower, Dawn has partnered with her co-founder, Jenny Casagrande, to move and motivate others – developing the new and untapped generations of emerging leaders in the workforce today.

Brief Overview:

- Over twenty-five years – GlaxoSmithKline and other corporate experience, including several executive level roles
- Winner of eight Marketing Strategy Awards including two North America Effie Awards, a global symbol of advertising achievement
- Alumnae of Philadelphia University
- International Author, "Keys To Marketing You To Get The Job"

About Jenny Casagrande:

A dynamic marketing expert and researcher, Jenny Casagrande is the co-founder of Potential Essential. With 15+ years in the world of marketing insights and customer experience, Jenny's learned how to build stories and use those stories to transform your workforce across every level. She is passionate about fixing things and listening to companies and individuals, using what she learns to lead others to think differently and increases in performance. She's an accomplished, award-winning strategist that's dedicated to advocating for others' truth and creating data-guided solutions. Jenny works with her business partner, Dawn Ohaver Moyer, to take complex business and career challenges and turn them into actionable solutions that give you confidence and direction.

Brief Overview:

- *Winner of two Marketing Strategy Awards*
- *Professional Speaker and Corporate Trainer*
- *International Author, "Keys To Marketing You To Get The Job"*
- *Alumnae of both Bryn Mawr College and Temple University*