

JANET CHURCH BIOGRAPHY

A veteran of the Technology Industry, Janet Church was the 301st Microsoft employee. Janet was dedicated to launching early products for MS-DOS and Mac and created some of the first industry-wide marketing programs. In 1986 Janet left Microsoft, to create the technology marketing firm Janet Church & Associates, Inc. (JCA). She was President and CEO of JCA for 16 years. Janet and JCA launched many of the products used today including Microsoft Windows (all versions from Windows 3.0 to Windows 2000), Microsoft Word, Microsoft Excel, Microsoft Project, Microsoft Office, and many software and hardware products from other technology companies. In addition, she and her company created and produced many of the customer training and adoption programs still in use at major technology companies.

JCA was a Seattle-based marketing firm that grew in specialization over the years. The firm had these key specialties:

- Strategic Corporate Marketing
- Product Strategy
- Marketing Program Design and Implementation
- International Product Launches
- Partner and Sponsorship Development Programs
- Large Scale Event Production and International Expansion
- Executive Relations Programs (CEO, CTO and CIO for technology client's customers)
- Customer Relationship Marketing, utilizing Janet's CARE (Customer Acquisition, Retention and Expansion) Program concepts.
- Full Creative Services for Print, Electronic and Web

JCA's client's included Microsoft, Oracle, Intel, RealNetworks, COMPAQ, IBM, Ziff-Davis, Apple, and many other organizations. The list of companies that participated in JCA designed and managed partner programs, sponsorships, or alliance programs number over 400. The company grew over the years averaging 50 employees and managing approximately \$35million per year.

After 18 years of that legendary industry, Janet was interested in new challenges. From 2002-2005, Janet led a real estate development team in California taking advantage of new opportunities in a growing market. She also performed Jazz internationally to fulfill dreams of music and travel. In 2004, Janet created Vivify® Music, Inc., a record label, publishing, touring, and music management company dedicated to Jazz artists. She continues to manage Vivify® Music today.

Non-profit work and community support have always been part of Janet's life. Janet served on several non-profit Boards in the Seattle area including The American Cancer Society, FilmAid and the Northwest AIDS Foundation. As President and CEO of JCA, Janet implemented a company-wide volunteer program. JCA supported several organizations' marketing and fundraising efforts, and allowed each employee five paid days per year to volunteer for the organization of their choice. This program became a model for small-to-medium size businesses to offer support to the community. Most recently, she served on the Grants in Aid Committee for the City of Indian Wells, CA. This Committee analyzed and approved, modified or denied grant requests for non-profits and schools.

Janet Church is currently available for strategic consulting with corporations and non-profit organizations. Janet is also available for speaking opportunities on marketing, leadership, and empowering women-in-business. In her free time she is a healthcare patient advocate and spends time lobbying for greater research on Autoimmune Diseases and healthcare support for US residents. She currently resides in Sonoma, CA.