

Cristi Cooke - Majority Marketing

Cristi Cooke is the founder of Majority Marketing—a company skilled at identifying lucrative untapped markets to help professionals and organizations maximize revenue. For over a decade, she's been studying consumer behaviour and developing winning marketing strategies for clients across Canada and internationally. Based on years of experience and research, Cristi has formulated a proven process for professionals to meet the needs of North America's most lucrative, untapped market today—women consumers. This process has helped professionals increase revenues by 50% within 6 months, and increase closing rates by 30% almost immediately. Cristi shares that process and her wealth of insights through strategic consulting, workshops and keynotes offered through Majority Marketing.

Getting results is Cristi's passion. Through her straight-talking approach, she transcends conventional talk about gender issues and theory. She equips dedicated professionals of all kinds—from senior leaders to front-line pros, from financial service providers to marketing executives—with meaningful, market-tested tools that they can put to use right away to achieve award-winning results.

Consider Cristi's winning track record. As far back as the 1990s, her innovative approach to market research and segmentation helped make Telus Mobility the fastest-growing wireless communications company in Canada. She's also a trailblazer internationally, having developed marketing strategies for the biggest wireless firms in South America—helping to double their client base in just one year. Plus, Cristi has trained teams and provided consulting advice to leading North American technology and investment firms.

Cristi is regularly featured as a commentator on TV and in print media, including Rogers Business TV and the Ottawa Business Journal.

A dean's-list graduate of Queen's University School of Business, Cristi also devotes time to community service, including as an ambassador of Habitat for Humanity's Women-Build Project, a committee member of Equal Voice, and founding chair of Junior Chamber International (Ottawa).

Cristi lives in Ottawa and works across Canada and internationally.

Find out more!

To find out more about how Cristi can help you succeed in tapping North America's most lucrative consumer market, call Majority Marketing today at (613) 321-1503 or email cristi@majoritymarketing.com.