

# Elizabeth Harr

PARTNER



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## WATCH ELIZABETH'S REEL



*"In the world of marketing technology services, trust is everything. Don't stop at declaring yourself a thought leader—you must support the claim by publishing educational content. This long-term strategy leads to a brand that prospects can trust."*

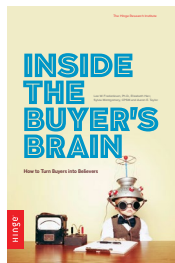
Elizabeth Harr is an accomplished entrepreneur and executive who leads the business development team at Hinge.

She began her career by co-founding a tech firm, and today Elizabeth brings over two decades of experience in strategic planning, brand management, and communications to Hinge's audiences. A Visible Expert® in the professional services space, she regularly writes articles, conducts webinars, and speaks at professional services events around the nation.

## Experience

- Partner at Hinge, a marketing firm for the professional services industry
- Specializes in branding and growth strategies for professional services firms
- Co-founder of a Microsoft solutions provider firm known for its expertise in customer relationship management (CRM)
- Masters degree in International Economics from Columbia University
- Writer and creator of numerous books, articles, blog posts and guides, including *The Visible Expert*, *Inside the Buyer's Brain*, *The Social Media Guide for Professional Services*, *How Buyers Buy* and *Online Marketing for Professional Services*
- Speaking events include Washington Technology's Power Breakfast series, The Professional Services Council, Northern Virginia Technology Council (NVTC), Marketing Executives Networking Forum and others

## Elizabeth's Books



# Biography

## Elizabeth Harr

### STANDARD

Word Count: 142

Elizabeth Harr is an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A partner at Hinge, she leads Hinge's business development team, helping businesses solve critical marketing and brand-related challenges. Prior to joining Hinge, Elizabeth co-founded a Microsoft solutions provider company and grew it into a thriving organization that became known for its expertise in Microsoft customer relationship management.

Elizabeth has co-authored several books and reports published by the Hinge Research Institute, including *The Visible Expert*®, *Inside the Buyers Brain*, *The Social Media Guide for Professional Services*, *How Buyers Buy* and *Online Marketing for Professional Services* and regularly contributes to Hinge's company blog and numerous professional services publications. She was a featured speaker at Processia's DRIVE 2021 event, where she also led a session on the central tenets of professional services marketing, how to promote expertise, and cultivating a marketing culture.

She has a Master's degree in International Economics from Columbia University in New York and a B.A. from University of Missouri - Columbia.

### ABBREVIATED

Word Count: 111

Elizabeth Harr is an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A partner at Hinge, she leads Hinge's business development team, helping businesses solve critical marketing and brand-related challenges. Prior to joining Hinge, Elizabeth co-founded a Microsoft solutions provider company and grew it into a thriving organization that became known for its expertise in Microsoft customer relationship management. Elizabeth has co-authored several books and reports published by the Hinge Research Institute. She holds a Master's degree in International Economics from Columbia University in New York and a B.A. from University of Missouri - Columbia. Elizabeth is a recognized Visible Expert®.

### BYLINE BIO

Word Count: 43

Elizabeth Harr is a partner at Hinge, the leading research-based branding and marketing firm for professional services. She writes and speaks frequently on critical marketing and brand-related issues.

# Speaker Introduction

## **STANDARD**

Word Count: 128

### Elizabeth Harr

Our speaker today is Elizabeth Harr, an accomplished entrepreneur and executive specializing in brand management and growth strategies for professional services firms. A partner at Hinge, she leads Hinge's business development team, helping businesses solve critical marketing and brand-related challenges. Prior to joining Hinge, Elizabeth co-founded a Microsoft solutions provider company and grew it into a thriving organization that became known for its expertise in Microsoft customer relationship management.

Elizabeth has co-authored several books and reports published by the Hinge Research Institute, including *The Visible Expert*®, *Inside the Buyers Brain*, *The Social Media Guide for Professional Services*, *How Buyers Buy* and *Online Marketing for Professional Services* and regularly contributes to Hinge's company blog and numerous professional services publications.

Please join me in welcoming Elizabeth Harr.

# Images

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