



## Jennifer Lanza-Degnan



Jennifer began her professional career over 12 years ago at DDB Chicago as an Assistant Account Executive on the State Farm and Discover Card accounts. She was quickly promoted to Account Executive after her team won one of the agency's first big business-to-business accounts, USG. Jennifer's unique blend of consumer and business-to-business account management expertise led to her promotion to Account Supervisor, just four years after joining DDB. After additional work on Emerson, Qwest and Illinois State Lottery, Jennifer took her account management skills to the next level.

In 2002, Jennifer beat out dozens of candidates at Nickelodeon for the position of Midwest Account Manager. Jennifer successfully won and subsequently managed the top consumer packed goods account in the Midwest including Quaker Foods, Kimberly-Clark, Purina, Nestle, SC Johnson as well as McDonald's, State Farm and Sears Portrait Studios.

Today, in addition to her work with Sherpa Marketing, LLC, Jennifer also serves as the Managing Director at SiteLytics in Rochester, NY. Jennifer leads the sales and marketing efforts of the market research firm which conducts communications research on higher education websites.

Jennifer graduated from Georgetown University where she earned a Bachelor of Science in Finance. While attending Georgetown, Jennifer was a Varsity Cheerleader and studied abroad in Sydney, Australia. Jennifer's family relocated in 2007 to Rochester, NY where she enjoys spending time with her husband, their two small children and black Labrador retriever in beautiful upstate New York.