



# Brenda Mahoney

## MEMBER

Brenda is a successful marketing professional with a passion for helping others succeed, personally and professionally. Working in the corporate world as well as being a business owner and marketing consultant for many years, Brenda has a strong track record for success. She's worked with businesses in many different industries and loves what she does. Those that know her speak highly of her initiative, creativity, "can do" attitude, and commitment to results. Her formal education and life experience has equipped her with a strong collection of skills including public speaking, presentation, facilitation, project management, and strategic planning.

Specializing in building Duct Tape Marketing systems for small businesses with limited budgets, Brenda believes that a business is only as strong as its weakest link. The weak link in most small businesses is the lack of marketing. Her mission is to see that every small business has a marketing system so that they all succeed.

Brenda has also shared her talents through a 10 year association as a volunteer with a Canadian service club, chairing and marketing numerous successful charitable fundraising events and participating as a member of the national board of directors, playing a key role in defining the strategic direction for the organization.