

Who am I?

Jennifer Whitener Ulrich, MBA

What do I want?

To continue to learn, advance and take on new challenges in the fields of: tribal economic development, entrepreneurial systems, marketing, promotions and conference/tradeshow management.

What have I done?



LaunchPad Resources LLC
Creating a platform for entrepreneurs

LaunchPad Resources, LLC

Consulting firm dedicated to advancing economic & entrepreneurial development systems, marketing projects and tradeshow/conference management within Indian Country and beyond.

Olympia, WA

Owner & Head Honcho

2011– Present

- Works with clients to assess their current economic and entrepreneurial support systems.
- Develops programs and initiatives to advance entrepreneurship in communities.
- Facilitates Business Planning Classes.
- Experienced in Project Management, Tradeshow Booth Design and Implementation and Conference/Event Planning.
- Creating unique guerilla marketing, advertising planning and implementation.



The Whitener Group
Your Success, Close at Hand

The Whitener Group, LLC

Consulting firm focusing on natural resource management, dispute resolution, facilitation, governance, and business management.

Olympia, WA

Marketing & Business Planning Consultant

2009 – Present

- Works with principal consultants to create comprehensive marketing and business plans.
- Coordinates and implements PR, marketing and tradeshow presence for Whitener Group.
- Provides supplemental point of view for clients and projects.
- Acts as operational and administrative support for Whitener Group managing owner as needed.



ISLAND ENTERPRISES INC
Weaving a strong business foundation for the
Squaxin Island Tribe's future.

Island Enterprises, Inc.

*Economic development company owned by
the Squaxin Island Tribe.*

Shelton, WA



Lime Events & Catering, LLC

*Catering and event planning company
focused on providing local and sustainable
event services*

Olympia, WA



The Greenest Bean, LLC

*Local & Sustainable Drive-Thru
Espresso Stand*

Lacey, WA

Business Development Director

2008 - 2011

- Responsible for strategic development of the Ta-Qwo-Ma Business Development Center
- Counseled clients on business planning and development.
- Assisted Island Enterprises in business development of tribally owned businesses.
- Taught business planning classes.
- Continued to oversee the Island Enterprises, Inc. marketing department which included a portfolio of eight diverse businesses.
- Contributed to the cultivation of the private sector economy of the Squaxin Island Tribe.

Marketing Manager

2004 - 2008

- In charge of developing, managing and implementing marketing plans for eight tribally owned businesses.
- Planned and coordinated industry tradeshow booths for all companies.
- Drove branding campaigns and marketing initiatives.
- Worked closely with management on new product development.
- Increased product sales by 200%.
- Worked with company managers and CEO to ensure effective branding and advertising.

Owner & CEO

2007 - 2011

- Lead Event Planner.
- Created menus and executed catering for events up to 400 people.
- Responsible for strategic direction for the company.
- Managed employees and budgets.
- Led branding and expansion.

Owner & Manager

2008 - 2011

- Responsible for strategic direction plan and implementation for the company.
- Scheduling, bookkeeping and personnel management.
- Managed QuickBooks, Accounting, and Tax Reporting to governmental agencies.
- Marketing planning and implementation.

J. Walter Thompson – Imagio

National marketing and public relations firm

Seattle, WA

Marketing & PR Intern

2004

- Project assistant for the creative design team: including brainstorming visual marketing campaigns, market research and focus group preparation.
- Drafted press releases and marketing plans for a varied group of clients.
- Conducted market research, surveys, and analyzed market data.

Squaxin Island Tribe

Government operations for the Squaxin Island Indian Tribe.

Shelton, WA

Office Assistant

2003 - 2004

- Coordinated and maintained minutes for four committees.
- Various data entry projects.
- Rewrote the Natural Resources Code.

Legal Intern

2000 - 2003

- Observed and assisted the tribal lobbyist.
- Performed performance audit on charitable giving program for the tribe to ensure efficient allocation of resources and staff.
- Set up and ran the tribe's charitable giving committee.
- Drafted memos, briefs and other written documents for two attorneys.

Where have I learned?

Masters in Business Administration 2008

- Minor: Sustainable Business & Entrepreneurship

Bainbridge Graduate Institute

BA Emphasis: Business Management 2003

Evergreen State College

What do people say about me?

"I've had the pleasure of working with Jennifer in the context of enterprise development. Her knowledge of marketing, branding and her good judgment re: graphics and presentation were extremely helpful. She's creative and efficient; she thinks at about 100mph and can juggle multiple projects without compromising any one of them, and though I don't "believe" in multi-tasking generally, Jennifer is the exception to the rule. Her approach is high energy and an out-of-the-box take on business; very refreshing!"

~Judith Brighton, Executive Headhunter - Island Search Services 360.280.5936

"For Jennifer, every project is a new pet, stray or pedigree, she treats them all the same and gives them her full attention and care. She's got great ideas and executes well. Not her pets, of course. Well maybe some of them that need it, but in general, she brings them all along, grows them up and they end up licking your hand and looking at you in the most adoring way."

~Tom Hampson, Executive Director - ONABEN 503.968.1500

What else have I done?

- Train-the-Trainer & Business Class Facilitator
ONABEN – Indianpreneurship Curriculum
- Adjunct Faculty at Evergreen State College
Masters in Public Administration – Reservation Economies Class
- Former Board Member – NW Native American Chamber
- Cooking School – Puebla, MX