



Christine B. Whittemore is a marketing expert whose focus is to make purchasing her clients' products a natural conclusion to an informative and comfortable buying experience, while simultaneously building brand loyalty and increasing the impact of marketing investments.

She achieves these results by focusing on priorities of the female consumer and improving their buying experience, demystifying the product and expanding ways of communicating using integrated marketing tools. Her experience includes helping companies to connect with customers by whatever means the customer wishes to communicate including social media and transforming websites from static to dynamic experiences that address not just products but industry fashion trends and issues. She has found that integrating marketing efforts digitally so that all marketing is found in one place when the customer is looking empowers shoppers with confidence to believe in the choices they make, builds loyalty for both the brand and the companies who sell them and increases the impact of marketing dollars.

These are methods that Ms. Whittemore has honed over 16 years of experience with brand building in the flooring, home furnishings and apparel industries. In her consultancy, **Simple Marketing Now LLC**, SimpleMarketingNow.com she uses both traditional and non-traditional marketing tools and emphasizes reducing the "bling" that can both inhibit a meaningful conversation with customers and add unneeded dollars to the marketing budget.

Ms. Whittemore was most recently Director of In-Store Innovation for Wear Dated carpet fiber. There she redesigned the Wear-Dated website transforming it from a static to a social media friendly and intuitive experience. She launched The Carpetology Blog about all things carpet to drive better qualified traffic to the Wear-Dated website. She is a columnist for Floor Covering Weekly where she writes about the customer retail experience and is a prolific teacher and lecturer.

Ms. Whittemore has been active in the social media discipline since June 2006 when she launched her highly acclaimed marketing blog, Flooring the Consumer, that is dedicated to the customer retail experience, marketing to women and social media marketing. She holds a BA in Art History and an MBA in business from the Columbia Business School.

Since 1998, Christine has regularly taught and lectured on how to improve the retail experience and marketing to women. She appears yearly at the U.S. floor covering trade show Surfaces, and speaks often at industry events including Carpet One Floor and Home education sessions, Mohawk ColorCenter and Floorscape conventions, individual retailer locations and many more. Her audiences consist of industry leaders, professionals, manufacturers, retailers and salespeople in the home furnishings, floor covering and other industries.

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Visit *Simple Marketing Now* - <http://SimpleMarketingNow.com>

Visit *Flooring The Consumer* - <http://FlooringTheConsumer.blogspot.com>

See page two for a list of speaking engagements.

Speaking Engagements as of April 2009

2009

3/27/09 - ExecuNet Meeting, Westchester, NY: [A Social Media Primer](#).

2/4/09 - [Surfaces 09](#), Las Vegas, NV: *Your Customer's Experience - What Is It Costing You?* and announced in this press release: [Wear-Dated® Surfaces 2009 Seminar Asks Retailers "Your Customer's Experience: How Much Is It Costing You?"](#)

2008

11/19/08 - [Jack Laurie Floors](#), Fort Wayne, IN: *Color Me Beautiful, Let Color Be Your Guide to Sales Success*.

11/12 & 13/08 - The [WSFCA](#) monthly dinner meetings in Seattle, WA and Spokane, WA, *How To Improve Your Retail Shopping Experience* announced in [Wear-Dated® Presents Seminar for Washington State FCA](#) and promoted in [WSFCA's Newsletter](#).

11/11/08 - Associated, Seattle WA: *Color Me Beautiful, Let Color Be Your Guide to Sales Success*.

9/17/08 - [Atlanta Flooring Design Center](#), Suwanee, GA, *What Your Register Tape Doesn't Tell You* and announced in [Wear-Dated® Presents Seminar at Atlanta Flooring Design Center](#).

7/30/08 - [Avalon Carpet Tile and Flooring](#), Cherry Hill, NJ: *What Women Want... Women Get*.

7/22/08 - [Carpet One Floor & Home](#), Summer Convention Education Day, Nashville, TN: *Color Me Beautiful, Let Color Be Your Guide to Sales Success* and announced in [Wear-Dated® Adds Color to Carpet One Convention](#).

2/1/08 - [Surfaces 08](#): *What Your Register Tape Doesn't Tell You* and announced in [Wear-Dated® Seminar Focuses on "What Your Register Tape Doesn't Tell You."](#)

2007

4/24/07: [Carpet Exchange](#), Denver Colorado: *Trading Up With Carpet, Truly A New Luxury Good* and *Wear-Dated Fiber Fundamentals* [3 sessions of each].

3/7/07: [Flooring America/Flooring Canada](#) Winter Convention Retail Sales Professional Education Day in Anaheim, CA: *What Women Want... Women Get*. Announced in [Wear-Dated® Seminar Focuses on Engaging Women Consumers](#).

2/10/07: [Mohawk ColorCenter](#) Convention, Nashville, TN: *Why Amazing Shopping Experiences Matter*

2/9/07: [Surfaces 07](#), Las Vegas, NV: *Why Amazing Shopping Experiences Matter*. Announced in [Wear-Dated® Seminar to Discuss "Why Amazing Shopping Experiences Matter"](#)

2/7/07: [Carpeteria](#), Las Vegas, NV: *Why Amazing Shopping Experiences Matter*

7/24/07: [Avalon Carpet Tile and Flooring](#), Cherry Hill, NJ: *What Is Blue? color presentation*.

2006

8/17/06 - [FloorExpo](#) Annual Meeting, Denver, CO, Aug. 17: *"Marketing to Women – It's a Business Thing."*

7/11/06 - [Advance Carpet One](#) sales meeting, St. Louis, MO: *"What Woman Want... Women Get."*

5/11/06 - [Rufus Ashby Flooring America](#), Tampa FL, *"Marketing to Women – It's a Business Thing."*

5/11/06 - [The Mercedes Design Center](#), Tampa FL, in conjunction with Mohawk, *"Marketing to Women – It's a Business Thing"*

3/9/06 - [Flooring America](#) Winter Convention, Anaheim, CA, March 9 [2 sessions]: *"What Woman Want... Women Get and described in [Wear-Dated® & Flooring America / Flooring Canada Convention Seminar Focuses on Engaging Women Consumers](#)*.

2/22/06 - Carpet One Winter Convention, Anaheim, CA, [2 sessions]: *"What Woman Want... Women Get"* and described in [Wear-Dated® and Carpet One Convention Seminar Focuses on Engaging Women Consumers](#).

1/31/06 - [Surfaces 2006](#), Las Vegas, NV: *"Appealing to Different Consumer Segments by Creating Amazing Buying Experiences,"* a three hour workshop described in [Wear-Dated® Workshop Focuses on "Amazing Buying Experiences" During Surfaces 2006](#).

2005

Nov., 2005 - Wear-Dated National Sales Meeting, Pensacola, FL: *"Trading Up – Carpet, Truly a New Luxury Good"* and *"Marketing to Women – It's a Business Thing"* - multiple sessions.

10/2005 - [The L&L Company](#) Annual [Wear-Dated](#) Conference, Annapolis, MD: *"Trading Up – Carpet, Truly a New Luxury Good"*

09/ 2005 - [Worldwide Wholesale](#) Annual Sales Meeting, Princeton, NJ: *"Marketing to Women – It's a Business Thing."*

09/2005 - [Shaw](#)/Wear-Dated Eastern Region Sales Meeting, Atlantic City, NJ: *"Marketing to Women – It's a Business Thing."*

08/2005 - [Georgia Carpet Industries](#), Kennesaw, GA: *"Marketing to Women – It's a Business Thing."*

08/2005 - [Carpets of Dalton](#), Dalton, GA: *"Marketing to Women – It's a Business Thing."*

08/2005 - [Beckler's Carpet](#), Dalton, GA: *"Marketing to Women – It's a Business Thing."*

06/2005 - [Wayne Wiles Floor Coverings](#), Wear-Dated Sales Meeting, Fort Myers, FL: *"Marketing to Women – It's a Business Thing."*

06/2005 [Design Center Solutions](#) East Coast Conference, Miami, FL: *"Marketing to Women – It's a Business Thing."*

06/2005 - [Einstein-Moomjy](#) Annual Sales Meeting, Saddlebrook, NJ: *"Marketing to Women – It's a Business Thing."*

01/2005 - Mohawk, ColorCenter Convention, Nashville, TN: *"Marketing to Women – It's a Business Thing."*