

# Judith Balian

Speaker • Marketing Strategist • Author • Creativity Mentor

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Judith Balian is the Chief Creative Officer of Excoveries, the company she founded when she escaped the corporate world in 2007. She is the author of *Your Mind on Marketing: Self-Help for People Who Hate Marketing but Have to Do It Anyway*,

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## Speaking Topics

### Your Mind on Marketing

If you're an entrepreneur who's ever said to yourself, "I don't like marketing," or "I hate putting myself out there," this presentation is dedicated to you! You probably already know what you should be doing, so what's stopping you? Here's the missing piece. Before you can implement the strategies and ideas that will make you successful, you have to push past limiting beliefs and old stereotypes about sales and promotion. This program will shine the light on common things that hold us back and offer new ways to think about marketing. You might just even learn to like it!

### Yes, You are Creative!

Creativity is not just for visual artists and writers! We're all creative, no matter what messages we give ourselves—and developing our creativity can lead to happier, more satisfying lives. In this lively presentation, we'll look at a much broader definition of creativity and examine the role the two sides of our brains play in creative projects. You'll learn easy and fun ways to bring out your creative, intuitive side and move forward with your dreams and goals.

### Taming Your Inner Critic

Contrary to popular belief, your inner critic does not exist just to make you miserable. Then what is its mission? In this entertaining and informative talk, you'll learn the secret your inner critic has been hiding from you as well as ways you can transform it into an ally rather than an enemy. Prepare for an empowering shift in thinking!

## Bio

Judith Balian spent 20 years in corporate sales and marketing before starting her own business. She has worked and consulted for all types and sizes of businesses from Fortune 500 companies to start-ups. She has a broad range of experience in all aspects of sales and marketing management, training and product development and is a patent-holding inventor.

Nicknamed the "Marketing Shrink" by her clients, Judith holds a masters degree in psychology/counseling from Hofstra University and did postgraduate work in expressive arts therapy at Saybrook University. In addition to marketing, she offers workshops, classes, and private sessions to help people grow personally and develop creatively. As an adjunct professor, she teaches marketing, branding, and leadership at the university level.

*"Judith Balian is one of my favorite 'go to' speakers/trainers when I'm tasked with selecting a keynote or workshop leader. She creates personalized and interactive presentations that both inspire and inform. I highly recommend her!"*

Lisa Bentson, CEO, Leads Club International  
& VP of Women's Programs for San Diego SCORE

*"Judith Balian has spoken to SDIF several times. She is a dynamic, engaging speaker whose presentations and expertise truly resonate with our organization."*

Adrian Pelkus, President, San Diego Inventors Forum