

# STRATEGYMARKETING.CA

## Judy Paradi

As owner of a successful marketing company, Judy had the opportunity to work with a variety of blue chip clients, including the Royal Bank, BMO, Scotia Bank, Heart and Stroke, Kraft, Novatis etc. Early in her career she became aware of the huge disparity between how women thought and how they were being marketed to, as such she started focusing her efforts on marketing to women in specific, she published a white paper, ***What you don't know about marketing to women and why it could hurt you.***

In addition to writing and consulting, Judy lectures at the University of Toronto on entrepreneurship, with a special focus on targeted marketing.

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