

Simply Speaking...

Christine B. Whittemore is Chief Simplifier of **Simple Marketing Now LLC**, a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build your brand.

'**Simple marketing**' gets to the most basic essence of what needs to be accomplished in the marketplace. Better to simplify -- eliminate industry jargon, complicated gyrations and other needlessly confusing notions – and endear ourselves to customers rather than drive them away.

Ms. Whittemore is a practical marketer who provides organizations – particularly those involved in pre-digital categories – with a bridge from traditional marketing to new and digital tools to improve the customer experience.

She has experienced plenty of non-high tech categories – from art museums, non-profit trade associations, financial institutions, to apparel, furniture, carpet and



flooring – and always looked to improve the efficiency and effectiveness of marketing dollars while connecting with customers. She was awarded Solutia's prestigious *Customer Focus Award* in 2000 for successfully doubling the size of the Wear-Dated upholstery fabric business over four years.

In her most recent role as Director of In-Store Innovation for [Solutia's](#) Wear-Dated carpet fiber, Christine redesigned the [Wear-Dated website](#) transforming it from a static, difficult-to-update site to a social media friendly, intuitive, content-rich and easy-to-administer site.

She launched [The Carpetology Blog](#), about all things carpet [fashion, style, care, buying advice and news] to develop rich and relevant carpet content and 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 contributes to MarketingProfs.

Christine B. Whittemore [or C.B.] has been active in the social media space since June 2006. That's when she launched her marketing blog, [Flooring The Consumer](#) about the customer retail experience, marketing to women and social media marketing.

- Ranked in the [AdAge Marketing Power 150 Blogs](#),
- Listed on [AllTop](#),
- Listed in [Being Peter Kim's](#) [M20: Top Marketer Blogs](#),
- [Profiled in Susan Abbott's](#) [from [Abbott Research & Consulting](#)] blog, [Customer Experience Crossroads](#), on [Toby Bloomberg's](#) [from [Bloomberg](#)

Marketing] [Diva Marketing](#) blog in the [Biz Blog Profile Series](#), and [interviewed](#) on [Anna Farmery's Engaging Brand](#) podcast.

Whittemore published a white paper titled "[A Firsthand Tale of Adopting Web 2.0 Technology to Build Brand](#)" in *Perform: The Marketing 2.0 Authority* by Montgomery Research. She also contributed "*The Age of Conversation – Enabled*" in 2007 and "*Don't Be Myopic About Social Media!*" in 2008 to *Age of Conversation* and *Age of Conversation 2 – Why Don't They Get It?*, two unique global collaborative books to benefit Variety, the children's charity. Both books are available on Amazon.

Since 2005, Christine has presented on the topic of the Brick & Mortar expression of the customer experience at [Surfaces](#), the yearly floor covering trade show where she also serves on the Education Advisory Council. Among the many presentations she has done are these highlights:

- Individual retailer locations
- Washington State Floor Covering Association
- Carpet One Floor & Home and Flooring America/Flooring Canada Education Day sessions
- Mohawk ColorCenter and Floorscape conventions

Prior to her tenure with Wear-Dated carpet fiber, she addressed the topic during yearly offsite strategic Wear-Dated Upholstery *Set Sales* summits organized for 200+ industry leaders and retailers.

A listing of the presentations that Christine has delivered is available on the [Simple Marketing Blog/Presentation History](#).

In April 2009, Christine was invited to join the Floor Covering Institute. She is a member of [IBNMA](#) and active with [Columbia Business School's Alumni Club of New York](#), as chairperson of the greeter's subcommittee.

For [Christine B. Whittemore's full profile](#), visit [LinkedIn](#).

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