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Paula Kendra, Principal at Kendra Consulting, is a business growth strategist focused on customer advocacy. She has strong skills and experience in leading comprehensive marketing initiatives, including customer segment and needs identification, product development and branding, pricing, and distribution planning as well as multi-media promotional campaigns. In her role as fractional marketing executive, she combines her experience with her strategic, energetic and results-oriented approach to help clients take their organizations to new places.

Paula's career has encompassed both business to business (B2B) and business to consumer (B2C) marketing. She developed her expertise through roles in communications, product management, advanced product concept development, branding, and merchandising. Her experience has proven that business success increases dramatically when every element of the marketing mix - product, price, distribution, and promotion - is strategically planned and executed based upon comprehensive customer understanding.

To learn more about Paula, visit [www.kendra-consulting.com](http://www.kendra-consulting.com) or [www.linkedin.com/in/paulakendra](https://www.linkedin.com/in/paulakendra/).

