



# Meet Jen Lindblad, Sales & Marketing Manager, Haefele Connect

## **Describe your business:**

Haefele has been in business since 1983 as a local cable service provider. 2018 marked our 35th year in business. The average length of time of service for our employees is 12 years of service. Many employees have been with the company for over 20 years! Lee Haefele started the company as a small, local cable provider. We continue to serve our community while staying current with changes in technology.

## **Tell us your story:**

I am one of the newest additions to the Haefele Connect management team. Prior to joining Haefele Connect in May 2019, I worked in sales and marketing as the Owner of On Demand Assistants, Inc. At Haefele, I oversee the sales and marketing for the company, in addition to providing customer service support. My husband and I have four sons, and enjoy spending time around the campfire and hiking with our children.

## **What has helped you succeed and gain experience:**

I've received certification in Corporate Communications and Office Professionals from Cornell University, in Action Selling and Phone Pro as well as BS-Business Administration/Marketing from Liberty University. Early on in my career I worked for Modern Marketing Concepts on the Corning Optical Fiber account when they were beginning to sell to utility companies. Now I'm on the other side of sales, working for a utility company and selling fiber optic services to homes.

## **What inspires me?**

I'm inspired by others who overcome disabilities to achieve what is remarkable for those without disabilities! I'm also inspired by the disadvantaged who, against all odds, go through extreme measures to achieve success in their education and/or career.

## **What keeps me up at night? What are my challenges?**

I'm a sales and marketing junkie! When I'm not working for Haefele Connect, I'm growing my Mary Kay business. So, my brain is constantly strategizing the best communications for successful results. My challenge has been multi-tasking. While it's required for most positions, it's equally valuable to be able to focus and pay attention to the details for each person with whom I'm communicating. I've learned to embrace the old adage that Rome wasn't conquered in a day, and each step leads to success; it's not an immediate result much of the time.

## **What is my favorite local activity?**

My favorite local activity is NASCAR at the raceway! My family and I have enjoyed season after season for more than 10 years.

## **Is there anything else we should know about me?**

In addition to my Mary Kay business, I also sing for weddings and funerals.