



KATRINA PADRON

ENTREPRENEUR AND THOUGHT LEADER

TESTIMONIAL

Our audience agreed that Katrina's session was lively and stimulating. The content she delivered during our National Restaurant Show was valuable and helped to reinforce our audience's current strategy. She gave our audience new ideas to enhance their presence and further generate sales. Our audience enjoyed the interaction she used and thought the presentation was very organized and thorough.

Well done, Katrina!

Melissa Wieman, Manager, Convention Marketing & Communications,
National Restaurant Association

CONTACT

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EDUCATION

MASTERS IN ARTS/ SOCIOLOGY

DePaul University Chicago
2005 - 2006

BACHELOR IN SCIENCE/ EDUCATION

Western Illinois University
2001 - 2005

GALLUP

STRENGTHSFINDER SIGNATURE THEMES

- Strategic
- Individualization
- Intellection
- Input
- Relator

TOPIC ABSTRACT

100 Ways to Leave Your Comfort Zone

A not-so-obvious challenge to get clients and skyrocket revenue even in a down economy.

You've heard about the economy, right? Businesses are laying off. Revenues are down and my sales pipeline has seen better days.

I'm going to leave my comfort zone by trying some no-so-obvious ways to fill up my leads list.

But, the caveat is that nothing I do can feel spammy, be a grind, or be illegal. That means I won't be buying an email list and sending cold emails every few days (not that I'd do that anyway). And, it has to be something that I personally do, not something that I've delegated to the team.

I'll have to face some fears, probably shed some tears, and hopefully, grow myself and my business.

Throughout the process, I'll brainstorm some ideas to put myself out there, document how I feel about each activity, tell you what works, and tell you what doesn't.

Are you with me?

Follow Katrina's [100 Ways to Leave Your Comfort Zone journey](#).

You're Leaving Money on the Table

Social Media Examiner, Social Media Today, and American Marketing Association

Which ad platform performs the best? If you can't answer that with confidence, then you're leaving money on the table.

DIY is the Death of Business

Colorado Ad Day Panelist, Denver University CiBiC Research, and Co-Starters at Commons on Champa

DIY'ing your marketing strategy is the best way to guarantee a fail.

EXPERTISE

- Planning & Organization
- Strategic Thinking
- Communication
- Leadership
- Analytical Thinking
- Teamwork & Cooperation
- Creative Thinking

AWARDS

TOYOTA SMALL BUSINESS OF THE YEAR NOMINEE

Toyota Financial Services / 2018

POSNER POVERTY HACK

Posner Center / 2017

INTERESTS

- Creative Writing & Reading
- Astrology
- Hiking & Skiing
- Photography
- Gymnastics & Yoga

CONFERENCES

DENVER STARTUP WEEK

Marketing Mentor / 2017

AMERICAN MARKETING ASSOCIATION

Virtual Summit / 2015

Your CPL is too High

Toyota Small Business and National Restaurant Association
In fact, if you're like most of our prospects, it's at least 3x too high.

You're literally losing money with every lead you bring in. And, why has your internal marketing team never told you this?

Conversions Happen in Conversations

Permission to Sell Podcast and WBENC Platinum Supplier

Lead gen can be overwhelming and intimidating, which is why I'm happy to tell you how I built a high conversion DM strategy on LinkedIn.

THOUGHT LEADERSHIP

SPEAKER, MENTOR & THOUGHT LEADER

Various / National / 2011 - Present

Katrina can read astrology charts and a P&L. She dreams of running short-term rental properties worldwide—when she isn't busy saving the world from bad pitches. With more than 17 years of sales and marketing experience, Katrina changes the way growth-minded teams bring in business: practical and heart-centered with a dash of magic. At North Star HQ, a digital marketing agency, she led the team to bring in \$13M worth of leads for clients this past year. Yet, she knows that burnout isn't fun or productive so she founded Not the Marketing Girl, a place where entrepreneurs can go to get their tactical strategy created and their marketing team trained. At its core, Not the Marketing Girl is a magic wand. Point the wand to replenish both heart and business. By day, she saves the world from bad sales pitches. By night, she works to save the Oxford comma.

2020: Guest on Permission to Sell Podcast
2020: Host Standing Out in the New Normal Live Stream Series
2020: Guest on Matt Sodnicar Podcast
2019: Colorado Ad Day Panelist
2019: Denver University CiBiC Research Partner
2019: Co-Starters at Commons on Champa Marketing Mentor
2018: Enterprising Woman of the Year Nomination
2018: 2020 Toyota Small Business Mentorship Program Mentee
2018: Flowh Board of Directors
2018 - 2020: Women's Business Enterprise National Council Platinum Supplier Program
2018 - 2019: 101010 Marketing Ninja
2018: Co-Starters at Commons on Champa Marketing Mentor
2017: Enterprising Woman of the Year Nomination
2017: Denver Startup Week Marketing Mentor
2017: Posner Poverty Hack Winning Team and Guest Speaker
2017: BeVisible Panel Moderator
2016: Coolest Women I Know Guest Speaker
2016: Denver Startup Week Panel Moderator
2016: Women Who Startup Marketing Volunteer
2016: Standing Out Podcast Host
2016: Social Media Examiner Contributor
2015: American Marketing Association Colorado Mixer
2015: National Restaurant Speaker at Breakout Session
2015: American Marketing Association Virtual Summit
2015: National Restaurant Speaker at Breakout Session
2014: Social Media Today Contributor