

# THE CAREY GROUP

*Data Driven Marketing*

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## JIM CAREY BACKGROUND

**Jim Carey** brings three decades of experience in helping companies leverage data to succeed in the marketplace.

As an academic, Jim is Adjunct Professor at Northwestern University's graduate Integrated Marketing Communications Program where he has taught "Direct, Database & E-Commerce Marketing Strategies" and "Marketing Measurement" for 12 years.



He now directs the IMC Summer Quarter, where he works with global marketers to sponsor team projects, including Adobe, CDW, Johnson Controls, P&G, McDonalds, Allstate, FedEx, United Healthcare and others.

As a consultant, Jim's helps companies leverage customer data to build their competitive advantage.

Jim has held leadership positions in direct marketing agencies in New York, Boston, and Chicago. He is Past President of the 2000-member Chicago Association of Direct Marketing, and was named Chicago "Direct Marketer of the Year" in 2009.

Jim has two adult children: a daughter who emulates Lara Croft by traveling the world, climbing volcanoes and jumping out of perfectly-good airplanes; and a son who is a Captain in the US Army, who will re-deploy to Afghanistan in two weeks.

He lives in comparatively boring Northfield, IL with The Fabulous CC®, the beautiful woman who claims to love him; and Betty the Dog, who isn't sure.

And now it's my distinct honor to introduce an inspirational speaker, a great teacher, a world class marketer, and the author of this introduction ...  
Jim Carey.