

# PAUL JANKOWSKI

## Understanding the New Heartland Consumer and Culture



- Thought Leader in the New Heartland Cultural Segment
- Author of *The New Heartland Speaks: A Marketer's Guide to Reaching America's Most Powerful Cultural Segment*
- Forbes Contributor

Paul Jankowski is the founder and CEO at New Heartland Group, the country's only marketing agency/consultancy dedicated to connecting brands with their New Heartland consumers.

**What's the New Heartland?** A massive and influential cultural segment representing nearly 60% of U.S. consumers. From the Southwest, Midwest, and most of the Southeast, New Heartlanders embrace cultural traditions anchored in their core values and lifestyle activities. Brands that ignore these traditions miss a big opportunity that could pay off for generations.

"The nuanced insights that Paul Jankowski offers into the needs, desires, affinities, and values of consumers in America's New Heartland, have helped some of PepsiCo's biggest brands form deep, lasting relationships with these important consumers."

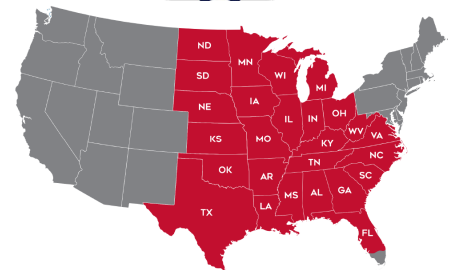
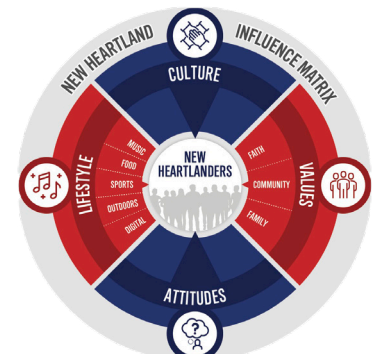
- Indra Nooyi, Chairman & CEO, PepsiCo (former)

## JANKOWSKI HELPS BRANDS CONNECT »

For 25+ years, Paul Jankowski has worked with brands like Pepsi, Lipton, Mountain Dew, Anheuser-Busch, Visa, Blackrock and others to reach and engage New Heartland consumers. Fueled by proprietary research and deep marketplace experience, Jankowski shares insight into Culture, Values, Lifestyles and Attitudes through his **New Heartland Influence Matrix** and how they impact buying behavior.

As the first to identify the New Heartland as an under-served cultural segment, Jankowski's work has been covered by many news outlets and publications, including Forbes, Advertising Age, MSNBC, Adweek, Billboard, Business Insider and Fox Business.

Speaking to a diverse array of audiences, Jankowski has shared his New Heartland insights at the American Marketing Association, Country Music Association (CMA), PepsiCo, Media Post, SXSW Music, and the Forbes School of Business and Technology, among others.



## Published Thought Leader

campaign<sup>US</sup>

LS:<sup>N</sup>  
GLOBAL

FASTCOMPANY

MINTEL

Los Angeles Times

Billboard

FOX<sup>11</sup>  
BUSINESS

Forbes

msnbc

Stylus

ADWEEK

BUSINESS  
INSIDER

CMA COUNTRY MUSIC  
ASSOCIATION  
CMAWORLD.COM

AdvertisingAge.

NASHVILLE BUSINESS JOURNAL  
MUSIC CITY'S BUSINESS SOURCE

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## Understanding the New Heartland Consumer and Culture

"Paul was years ahead of everyone else in identifying the great trend towards the New Heartland. While everyone else is now discovering what is happening there, Paul was the true pioneer. No brand today can be taken seriously if they don't have a New Heartland strategy to build relationships with consumers. Paul's intellectual rigor and leading analytical research provides the true story of what is happening."

- Jim Wilkinson, Chairman/CEO, TrailRunner International  
(former head of global communications for PepsiCo and Alibaba)

## SPEAKING TOPICS INCLUDE »

- **Everyone Talks About "Branding":**  
What a Brand Really Is and How to Build One
- **An Introduction to the New Heartland:**  
Why Brands are Missing the Mark and How to Hit It
- **Target a Culture, Not a Demographic:**  
The Significance of Core Values and Lifestyle
- **Ditch the Consumer Stereotype:**  
Research Reveals the Real View of the New Heartland

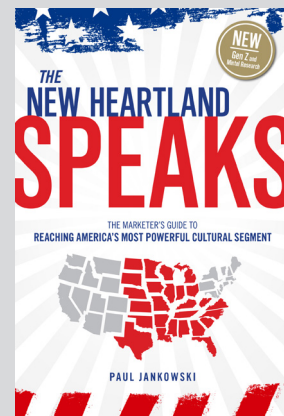
## Previous Speaking Engagements



## MEET PAUL JANKOWSKI »

Paul Jankowski is a recognized brand builder, thought leader, speaker and Forbes contributor on marketing and creating culturally-relevant messaging in the New Heartland. His expertise lies in all aspects of global brand development as the founder of Nashville-based New Heartland Group and previously serving as CMO at Elvis Presley Enterprises, VP/Media Marketing at SFX Entertainment (Live Nation), Director, Global Entertainment Relations at Gibson Guitar Corp., and in Pop/Rock/Urban Promotion/Marketing at MCA Records and SBK Records.

Jankowski has deep experience working with high profile music artists, athletes and other influencers including Taylor Swift, Blake Shelton, Beyoncé, Lady A, Dierks Bentley, Jason Aldean, and Luke Bryan. He is a member of the Country Music Association and was a certified NFL agent. Paul received a B.S. degree in Communications/Advertising from the University of Tennessee, and he lives with his wife and four children outside of Nashville.



## BOOKING INFORMATION

### CONTACT:

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