

Dennis Jenders

Dennis Jenders is a senior strategist at GMR Marketing, with signature strengths in content, digital, experiential, social, sponsorship, and talent.

Over the last two decades Dennis has embraced the tension between creativity and technology to drive innovation, action, and growth for marketing agencies and brands including; Comcast, Esurance, Ford, Generac, Grant Thornton, Hershey, Humana, Lowe's, Master Lock, Microsoft, Milwaukee Art Museum, Nissan, Pepsi, Rakuten, SC Johnson, Target, Trek, Wisconsin Department of Tourism, and more.

In 2012 Marquette University invited Dennis to share his significant experience with the next generation of marketers through his course *Emerging and Social Media*. Each semester he partners with leading brands like Harley-Davidson, Kohl's, and Zappos to give students real-world marketing experience.

In partnership with the University, Dennis conceived, organized, and executed the Digital Marketing Summit. The annual, regional event hosted industry thought leaders and has raised tens of thousands of dollars to benefit a student scholarship fund.

Dennis is a founding board member, president emeritus, and active advisory board member of 414Digital, Milwaukee's premier digital marketing association. He has also served on the board of United Adworkers, a non-profit organization for members of the advertising, marketing, and creative industries.

He lives in Milwaukee, Wisconsin with his wife, Kristen. They are aunt and uncle to Owen, Zofia, and Alice and love to travel, often working remotely from their camper van, affectionally named Wanda.