

Lorrie Thomas

Speaker • Entrepreneur • Marketing Expert • Author

*Optimize Marketing. Prioritize What Matters.
Drive Better Results.*



Lorrie Thomas is a marketing expert, speaker, author, and founder and CEO of Web Marketing Therapy, a full-service marketing agency she has led for more than 20 years. With more than 30 years of experience in sales and marketing, she helps entrepreneurs, leaders, and teams make smarter marketing decisions, focus resources where they matter most, and get more from their marketing.

Known as The Marketing Therapist®, Lorrie brings a candid, compassionate, human-first approach to marketing. A former marketing instructor at UC Berkeley and UC Santa Barbara, she has a gift for making complex marketing challenges clear, practical, and actionable.

SIGNATURE SPEAKING TOPICS

Mastering Marketing: A Framework for Smarter Growth

Marketing should be one of your organization's greatest growth assets, not one of its biggest question marks. Lorrie introduces a practical methodology leaders can use to audit, optimize, and prioritize their marketing with greater confidence. Attendees learn how to evaluate effectiveness, identify opportunities, make better decisions about where to invest time, talent, and resources, and build marketing that supports sustainable business growth.

From Reactive to Resilient: Building Marketing Systems That Hold Up Under Pressure

Marketing gets tested when priorities shift, resources tighten, teams change, or new opportunities demand attention. Lorrie shows leaders how to move beyond reactive marketing by building stronger systems for evaluating what is working, identifying what needs attention, and focusing resources where they can have the greatest impact. Attendees leave with a more resilient approach to marketing that helps teams stay focused, make smarter decisions, and perform more effectively when the pressure is on.

Own Your Voice. Grow Your Business.

Being great at what you do isn't always enough. Entrepreneurs and professionals also need to be known, trusted, and remembered. This session reframes personal branding as a business growth strategy, helping attendees intentionally leverage their expertise, strengthen their credibility and visibility, and build a reputation that attracts clients, referrals, partnerships, and new opportunities.

REASONS TO HIRE LORRIE

Real-world marketing expertise. Practical strategies. A refreshingly human approach.

Lorrie has spent more than three decades in sales and marketing and more than 20 years building and leading her own agency. She understands marketing from the owner's seat, where decisions involve real budgets, real people, competing priorities, and the constant question of where time and resources will have the greatest impact.

Her background as a university marketing instructor shaped the way she speaks. Lorrie doesn't overwhelm audiences with more tactics, trends, and things to do. She teaches people how to think differently about marketing so they can evaluate what they already have, recognize opportunities, prioritize what matters, and make better decisions.

Her candid, compassionate approach earned her the name The Marketing Therapist®. Lorrie combines relatable stories, practical guidance, and memorable frameworks that audiences can take back to their organizations and put to work.

AUDIENCES WALK AWAY WITH

- A clearer way to evaluate marketing performance and opportunities
- A practical approach to auditing, optimizing, and prioritizing marketing
- Greater confidence deciding where to invest time, talent, and resources
- Better questions to ask internal teams, vendors, and agency partners
- A clearer distinction between marketing need-to-haves and nice-to-haves
- New ways to get more value from existing marketing efforts
- A smarter, more sustainable approach to driving business growth

THE MARKETING SUCCESS FRAMEWORK

Audit. Optimize. Prioritize.

Better marketing starts with better diagnosis. Lorrie's Five-Factor Marketing Success Framework gives leaders a practical way to evaluate marketing before prescribing more tactics, tools, or spending.

By examining the essential factors that support marketing success, leaders can identify gaps and opportunities, optimize what they already have, and prioritize the efforts most likely to support their goals.

The result is greater clarity, stronger alignment, smarter use of resources, and marketing that works harder for the business.



CREDENTIALS & EXPERIENCE

Founder & CEO:

Web Marketing Therapy • 20+ Years

30+ Years:

Sales & Marketing Experience

Former Marketing Instructor:

UC Berkeley & UC Santa Barbara

Creator:

Five-Factor Marketing Success Framework

Known As:

The Marketing Therapist®

Thought Leadership:

Forbes • Inc. • Entrepreneur •

SUCCESS Magazine • Fast Company

MORE SPEAKING TOPICS

Smarter Marketing in the Age of AI

AI can make marketing faster, but faster doesn't always mean better. Lorrie helps leaders understand how to use AI to improve marketing efficiency while preserving the human qualities that build credibility, trust, and meaningful relationships. Attendees learn where AI can support marketing, where human judgment still matters, and how to embrace new technology without losing strategic thinking or authentic connection.

Leverage Your Expertise. Become a Recognized Authority.

Expertise is valuable, but only when the right people know you have it. Lorrie shows professionals how to intentionally leverage their knowledge and experience to strengthen credibility, increase visibility, and become recognized authorities in their fields. Attendees learn practical ways to position their expertise, share what they know, and build a reputation that attracts opportunities, referrals, partnerships, and growth.

Creating Content That Connects and Converts

Great content does more than fill a marketing calendar. It educates, builds trust, demonstrates expertise, and moves people to action. Lorrie shares a practical approach to creating and leveraging content that is on-brand, on-purpose, and designed to support long-term business growth.

MarkEDing®: Why Education Is the Future of Marketing

The most effective marketing doesn't begin with selling. It begins with serving. Lorrie introduces MarkEDing®, her trademarked mashup of marketing and education, and shows how shifting from promotion to education can help organizations build trust, demonstrate expertise, strengthen relationships, and create more meaningful connections with the people they serve.

Networking That Doesn't Feel Like Work

The strongest networks aren't necessarily the biggest. They're built on quality relationships, trust, and genuine connection. Lorrie shares a practical, relationship-centered approach to networking that helps professionals strengthen existing relationships, create meaningful new connections, generate referrals, and open doors without making networking feel forced or transactional.

MODERATOR & CONVERSATION FACILITATOR

Lorrie is also available to moderate panels, founder conversations, fireside chats, and business discussions. Her experience as an entrepreneur, educator, speaker, and marketing professional makes her a natural facilitator who knows how to ask thoughtful questions, draw out meaningful insights, manage different perspectives, and keep conversations engaging, useful, and moving.

A TRUSTED VOICE ON MARKETING & BUSINESS GROWTH

Lorrie's combination of entrepreneurial experience, marketing expertise, education, and candid communication has made her a trusted resource for entrepreneurs, executives, teams, and organizations looking to make marketing work smarter and drive stronger business results.

AS SEEN IN



BRING LORRIE TO YOUR NEXT EVENT

Keynotes • Workshops • Conferences • Entrepreneur Programs • Corporate Programs •
Panels • Moderating • Fireside Chats • Podcasts

Presentations can be tailored to the audience, industry, event goals, and format.

BOOKING & MEDIA INQUIRIES

Lorrie Thomas

Founder & CEO, Web Marketing Therapy

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