

**Jodi Bailey**  
**President, The Experts Bench**

Jodi Bailey is a veteran, leader, and innovator of the Marketing Project Staffing Industry. As the Founder and current President of The Experts Bench, Bailey launched an industry-oriented business model, approaching marketing project fulfillment with a scientific method of matching marketing strategy to skill-set inventory and needs – ultimately delivering superior service to great marketing leaders. Bailey was the Founder and six-year CEO of CPRi, taking the business from an idea, to inception, to over \$15 million in revenue. Bailey’s company was the first national marketing staffing and outsourcing firm for corporate marketing, launching a new way for corporations to go-to-market with the help of interim talent. Bailey developed several industry-first outsourcing programs that built upon leveraging interim talent in on-site program management services. CPRi was acquired by Aquent Marketing in 2005.

Bailey held the role of VP of Marketing for IT Staffing and Consulting firm, A-R-C. There, Bailey spent six years developing marketing programs, new outsourcing programs, national accounts programs, securing an international presence, and building over half of the branch operations, resulting in one of the most successful venture-backed services of that time. Bailey acquired her staffing sales and operations experience as a Branch Manager with Hestaire, LLC with responsibility for developing a new technical staffing expertise. Bailey’s specialized staffing career was preceded by two years in Procter & Gamble’s Management Development Program during a period of aggressive and successful new product initiatives.

Bailey is actively involved with the Women’s Business Enterprise Council, a recipient of E&Y’s Outsourcing Leadership Award, a member of AMA, a requested speaker on marketing, staffing trends, and women in business, and a judge for DECA. Bailey has been interviewed on the Financial News Network (CRM focus), quoted in Crains Business Journal (marketing staffing), Automotive News (on-line sales), and a variety of Chicago publications. Bailey was a founding board member of Ask4 Staffing, a wholly owned for-profit or not-for-profit CHASI, a mentor for Mentium 1000, a panelist with Jesse Jackson for the LaSalle Street Project, and an active volunteer and leader in her community.

Bailey is a graduate of Central Michigan University with a Bachelor of Science in Marketing and Psychology. She has completed studies in Marketing Research at Notre Dame and Finance for Executives at Northwestern University. Bailey was a case study contributor to the University of Chicago’s MBA Entrepreneurial Programs. Bailey still holds out a desire to obtain one more degree, from Harvard, after her children are in college. Bailey’s commitment to her industry is a constant push to learn and evolve best practices that support the marketing talent community and clients’ creative application of that marketing talent.