

Jerri Hemsworth

CEO & Founder at Newman Grace/Grace Non-Profit Communications

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Summary

Since opening our doors in 1996, Newman Grace has taken a “no B.S. approach” to marketing. Old school marketing and advertising wastes time, wastes money, and wastes opportunities. We take a different approach.

We start with the end and work backwards. What do you want to accomplish? What are your goals? With the end in sight, we develop strategies to reach your goals, both short- and long-term. Then we act on those strategies, quickly and creatively.

Marketing is about moving your company or brand forward. Do it properly and you'll grow and prosper. Do it wrong, or worse, don't do it at all, and you'll go backwards. Wasting time, money and opportunities along the way.

Newman Grace is about relationships. Working closely with clients. Understanding your wants and needs. Creating actionable strategies that get you results.

In 2009, we launched our Non-Profit division of Newman Grace. We call it Grace Non-Profit Communications (Grace NPC). We've worked with both 501(c)(6) and 501(c)(3) entities over the years and have always found them to be the most rewarding clients to team up with. Non-profits deserve killer marketing and branding as much as for-profits!

Specialties

Service-Based Professional Firms, Magazine Publishing, and Non-Profit entities.

Experience

Publisher at TravelWorld International Magazine

January 2009 - Present (2 years 9 months)

Publish this semi-monthly on-line magazine that showcases the members of the North American Travel Journalists Association. www.travelworldmagazine.com

CEO & Founder at Grace Non-Profit Communications

2009 - Present (2 years)

CEO & Founder at Newman Grace Inc.

1996 - Present (15 years)

As chief creative officer and CEO, I oversee the day-to-day operations of this full-service advertising and graphic design firm.

8 recommendations available upon request

Art Director at Aware Products

1995 - 1996 (1 year)

Oversaw production and art department at this private-label hair care company in Chatsworth.

Art Systems Manager at Werner Publishing

1989 - 1995 (6 years)

Managed art production for 4 national magazine publications along with all the Macintosh systems and software. Was responsible for making sure the art department and editorial department flowed effortlessly through the production department.

Education

Pepperdine University

BA, Communications, Advertising, 1984 - 1987

Honors and Awards

2010 Trailblazer of the Year from NAWBO-VC, Past President of NAWBO-California, Woman Business Owner of the Year from NAWBO-Ventura Co., 40 Under 40 Recipient from San Fernando Valley Business Journal

Interests

Gardening, Piano Music, Biographies, Wild Birds

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8 people have recommended Jerri

"Jerri's is 'grace under pressure' personified. She's calm, cool, collected, wonderfully talented, incredibly knowledgeable, super efficient and able to juggle multiple projects while maintaining her impressive poise and unique sense of humor."

— **Rebekah Albrecht**, *Creative Director, Rebekah Albrecht Graphic Design*, was with another company when working with Jerri at Newman Grace Inc.

"When I needed to boost my marketing efforts, especially in networking, I was told by my professional group to go talk to Jerri Hemsworth at Newman Grace. From the moment she picked up the phone to the delivery of my finished product, Jerri was committed to my success. Her team is terrific, personable and top of their game. I strongly recommend Jerri without reservation. Please feel free to reach out to me on LinkedIn if you have any questions."

— **Robert Grossman**, was Jerri's client

"Jerri and her team at Newman Grace are a remarkable group of innovative, cutting edge experts in the field of marketing/branding. My firm, Pérez & Hawes LLP, have used Newman Grace to create an entire brand for our law firm. We are always excited to see what they come up with to further our position in the market place. I highly recommend Jerri and will use her again for future work."

— **JUDITH PEREZ**, was Jerri's client

"Jerri and I have been on the board of NAWBO VC together and we have teamed up in determining how we can help other businesses grow. Jerri is a delight to partner with and she always seems to love life. There is no doubt in my mind that when I need branding, marketing materials, and advertising that will be outstanding and successful I will turn to Newman Grace for their help and guidance. I recommend that all of you go to the company that knows what they are doing!"

— **Sandy Allan**, *Owner, Technology & Operational Solutions, Inc.*, was with another company when working with Jerri at Newman Grace Inc.

"I have known and worked with Jerri for more than 20 years and have found her to be an absolute professional in all respects. Her creativity is endless and impeccable and is an inspiring team player

when it comes to producing the best for our clients. In a world where it seems to more and more difficult to find quality people within the creative marketplace, Jerri stands head and shoulders above the rest."

— **Steve Higginson**, *Graphic Artist, Newman Grace, Inc.*, worked directly with Jerri at Newman Grace Inc.

"Jerri designed the external and internal design for two of our books on business communication, the Speaker Survival Guide and Briefly Speaking. We have also hired Jerri to design ads, our company one-sheet, business cards, and book signing invitations. Her work at NewmanGrace is always first class, highly creative and on time. Highest recommendation."

— **David Booth**, was Jerri's client

"I will recommend Jerri to any of my clients that need assistance with branding and advertising. Jerri "listens" to the needs of her clients and then comes up with solutions that set her apart from her competitors. I have used her services more than once in the past three years that I have known her."

— **Ken Blaich**, was Jerri's client

"I would highly recommend Jerri and her firm to anyone looking for a high quality affordable expert in marketing, branding or advertising. Her firm and staff are top notch and extremely creative. Jerri and her firm are also an excellent value given the high degree of service and expertise they provide."

— **Matt Coletta**, was Jerri's client

[Contact Jerri on LinkedIn](#)