



Marketing for a sustainable, healthy, natural world.

Your brand has tremendous potential, but how well known is it?

Are you ready to launch a new product, event, or enter into a new market?

What's your plan?

**Put a naturally seasoned marketing pro on your team.**

From fresh-out-of-the-box new product launches, to consumer outreach, and brand development, Jute Marketing launches and grows brands committed to healthy, natural living. Whether your goal is to create brand awareness, increase sales, or build a loyal consumer base, Jute Marketing develops and manages integrated marketing programs that are targeted, efficient, and spot on.

Running a growing business is demanding and Jute can step in and get your marketing projects off the ground. Janet Morgenstern Passani, MBA, founder of Jute Marketing, will work with you as an outsourced Director of Marketing or Special Projects Manager, and deliver strategic marketing that meets company goals. Throughout the process, Janet will contribute senior level marketing expertise, creative ideas and solutions, and also manage the nitty-gritty details to ensure smooth execution of your marketing investments.

If needed, Janet will lead a team of experts from her network, including designers, publicists, online gurus, and sales brokers—carefully picking the best partners for the project. It's like having your own dedicated marketing department, minus the extra desks and payroll or overhead of a fully staffed agency.

**Every brand has a story to tell.**

Knowing how to get your message to the right people, in a way they'll understand and remember, is absolutely crucial in this age of communication overload. Janet has done just that for wildly successful start-ups such as Smartfood brand Popcorn, established brands including Stride Rite, and European brands launching in the United States such as SIGG Swiss Engineered Water Bottles and Rescue Remedy.

Large or small, companies are cost-conscious and Janet has experience thinking big, spending efficiently. And it's not just the ROI that's important, for some companies it's the triple (social, environmental, and financial) bottom-line results that Janet will address while building the brand and its success.

**It's a natural fit.**

As a LOHAS/natural products consumer and marketer, Janet knows the eco-living marketplace—the trends, key players, and challenges. The natural products industry is where she lives and works.

In fact, it's been a natural progression. With 20 years of marketing management experience and firsthand knowledge of fast-paced start-ups, Janet has consistently used her passion for healthy, natural living to help companies succeed and meet their marketing goals.

**Contact:**

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**Areas of Expertise**

- New Product Launches
- Marketing Communications
- Consumer Outreach

**Types of Clients**

- Natural and organic companies including:
  - Food & Beverage
  - Body Care & Cosmetics
  - Clothing & Home
  - Healthy Living & Well-being

