JET PARKER

Our lives are shaped less by the opportunities we pursue than by the principles that guide our decisions.



Jet Parker is an entrepreneur, business strategist, author and nationally recognized speaker who helps leaders make better decisions that strengthen relationships, accelerate business performance and build abundant lives. She didn't build her expertise in a classroom. She built it in the marketplace.

She has launched innovative ventures, developed high-impact marketing campaigns, brokered strategic partnerships and helped organizations transform relationships into measurable business growth. As founder of CEO IQ, Jet led the international press launch of the world's first electronic business card and pioneered a relationship-driven business development model she calls Relationship Rainmaking™ – connecting one company's challenges with another organization's solutions to create new opportunities and revenue. Her marketing strategies have produced measurable results, including a 189% increase in sales for an island-wide campaign for an imported beer brand and sold-out events through targeted direct marketing campaigns.

Committed to teaching practical business principles, Jet created and published CEO IQ, the first national teaching newspaper written by CEOs for CEOs. What began as a small publication grew to more than 6,000 readers per issue, establishing her reputation as a trusted voice among business leaders. She is the author of *ABCs for CEOs*, *5-Step Canine Care* and the e-book *Killing the Caregiver*, and the former host of the business radio program Gut Check.

Today, as Chief Abundance Officer of CEO Wired, which she founded in 2013, Jet hosts the Wired to Spark podcast, writes the CEO Wired and Beyond the Ballot columns for HyperLocal Loop and co-founded Save Rural Texas.

RELATIONSHIP RAINMAKING

THE SOVEREIGNTY IMPERATIVE

BEYOND THE BALLOT

EVERY OUTCOME BEGINS WITH A DECISION

WHAT PEOPLE ARE SAYING

"Jet changed the way our leadership team thinks about relationships and shifted the way we use communication to build relationships."

– H.R., Charles River Laboratories

"I would refer Jet Parker without hesitation – for any training, speaking or consulting opportunity, anytime. I've been in business for more than 40 years, and I know what exceptional looks like. Jet Parker is exceptional. One of her greatest superpowers is her extraordinary energy. Combine that energy with genuine insight and a rare ability to take complex subject matter and translate it into clear, relatable and memorable vignettes, and you have a true winner – someone audiences pay attention to, connect with and walk away from better than when they arrived."

– Marc Schwartz, CEO, SpectraComm



JET'S TALKS

Relationship Rainmaking™ → Build extraordinary relationships

The Sovereignty Imperative → Build an extraordinary life

RELATIONSHIP RAINMAKING™

Revenue isn't built through networking. It's built through Netgifting™.

Discover the Netgifting™ framework that transforms relationships into referrals, influence, revenue, strategic partnerships and long-term business growth.

THE SOVEREIGNTY IMPERATIVE

Abundance isn't built by pursuing more. It's built by protecting what matters most.

Your future isn't determined by circumstances. It's determined by decisions. Discover a practical framework built on six timeless principles that elevate discernment and strengthen critical thinking and decision-making, so you can build lasting abundance in your business, career, relationships, health and life.

BEYOND THE BALLOT: CIVIC SERVICE

Communities aren't built through elections. They are built through civic engagement.

Communities don't become weak or strong overnight. They become what citizens decide over time. Strong communities require engaged citizens. Learn how civic leadership protects communities, generates new opportunities and empowers ordinary people to create meaningful change.

GET IN TOUCH

www.WiredtoSpark.com
jet@CEOwired.com
1-214-677-6727