



# Jeannette Taylor

Business Owner, Adjunct Professor

Jeannette owns JET Marketing, a marketing consulting firm she launched in 2000. JET Marketing specializes in market research, strategic marketing planning, and project management. She has worked with businesses of all sizes from Fortune 500 companies to sole proprietors. Jeannette began her professional career at the Zondervan Corporation where she held various roles including Vice-President of Marketing for the publishing house. As VP, she directed all marketing functions including market research, market strategy, graphic design, advertising, and media relations.

In addition to her consulting work, Jeannette is an adjunct professor at Cornerstone University in Grand Rapids, Michigan, where she teaches marketing, strategic management, and entrepreneurship classes at both undergraduate and graduate levels.

She has an MBA from the University of Michigan with an emphasis in market research. She lives with her husband in West Michigan and has two married sons. She enjoys boating, biking, traveling, and spending time with family and friends.