

Speaking Bio – Judi Ettlenger

Marketing Consultant, Polaris, Inc. – Updated 11/1/08



With more than 25 years experience in the construction industry, marketing and business management, Judi Ettlenger has a proven record of establishing strong, effective marketing programs and organizational initiatives that produce lasting impact.

Beginning in 1999, Ettlenger has taken a leadership role in California's green building industry, developing extensive expertise in the field of green building and marketing. As the founding president and current board member for Build It Green, she continues to have her finger on the pulse of residential housing markets.



Previously a professional carpenter, licensed general contractor and co-owner of a remodeling company in the Bay Area, Ettlenger joined Truitt & White, a Berkeley based pro-builder material supplier, in 1991 and in her role as director of marketing has been instrumental in the development of their highly successful marketing programs and initiatives.

Ettlenger's experience includes developing innovative programs and events that deliver information on a range of general building and green building topics to both industry professionals and homeowners. The Truitt & White website and Building Professional seminar series developed by Ettlenger have both won awards in the annual Pro Sales Excellence Awards competition.

Ettlenger's speaking experience includes presentations to local and national construction industry and green building groups including San Francisco Bay Area National Association of the Remodeling Industry (NARI), San Jose NARI, West Coast Green, Modular Building Industry and LMC. Ettlenger's work as vice president on the board of directors of Build It Green and with the Suppliers and Builders councils has contributed to the success of the local and statewide green building programs and initiatives.

Ettlenger has written articles on building products, practices and trends for both the printed and online Truitt & White newsletters. She has extensive experience developing and creating content for industry related seminars and workshops.

Contact Judi at judi@polaris-inc.com or (541) 762-1100.