



Dynamic Ideas. Peak Results.

About Us

Denise Horton

A marketing strategist with over 25 years' experience, Denise Horton is the Founder and Principal of Teton Marketing Partners, based in Evergreen, Colorado.

As Group Market Manager at Baxter Healthcare Corporation, Ms. Horton's new product development and go-to-market strategies grew a core business unit from \$10 Million to \$55 Million in annual revenue within five years in the highly competitive technology industry. While Director of National Campaigns for Starz Entertainment Group, she spearheaded multi-million dollar integrated marketing campaigns for such Hollywood blockbusters as *The Lord Of The Rings* trilogy and *The Pirates of the Caribbean*. While at Starz, she also launched several web sites as well as successful search engine optimization and email marketing programs.

During her years as a corporate marketing strategist and planning expert, she recognized that companies could benefit from a marketing consulting firm dedicated to strategic thinking, business building and revenue generation. She created Teton Marketing Partners to provide these services.

This approach has yielded rewards for a diverse range of clients including: digital television technology leader, OpenTV; The Bridge Project, a non-profit affiliated with the University of Denver; Sand Cherry Associates, a leading broadband consultancy; Micro Business Development, Colorado's preeminent microfinance non-profit, and Executor's Resource, an ecommerce start-up in Boulder, Colorado.

Her efforts have not gone unnoticed in the industry. Awards include the Cable Telecommunications Association Gold Mark Award for Multicultural Marketing and the National Association for Multi-Ethnicity in Communications Excellence in Marketing Award. Ms. Horton was also awarded a Betsy Magness Leadership Program Fellowship.

Denise is deeply involved in the community and regularly donates 20 percent of her time to important causes. She conceived and chaired the inaugural American Marketing Association's Non-Profit Marketing Conference and teaches a Marketing course for the Young Non-Profit Professionals Network.

Ms. Horton holds a BA in Business Administration from Michigan State University and an MBA from the University of Denver.

Teton Marketing Partners, Inc.

Marketing strategies for companies eager to grow. We help our clients find new revenue streams and drive more profit from their current business. Our core capabilities are aligned to create a self-sustaining marketing program that achieves revenue-generating results, continually measures and refines the process to ensure sustainable growth long-term. Our goal is to be an instrument of profitable change. Our creativity is pointed directly at the bottom line.

Learn more about how Teton Marketing Partners has helped clients grow their businesses. Contact us at 720.937.8978, denise@tetonmarketingpartners.com or visit our web site @ tetonmarketingpartners.com.