**Describe this person's specific professional accomplishments. *(required) 2500 Character Limit***

Justin Strong has been a high-performer and leader from the moment he entered the professional scene. He worked his way quickly through the ranks from Account and Product Management through to running Product Marketing Management and Account Strategy for global leaders, including Novell and Verizon Enterprise Solutions. Justin is respected among his peers for his keen eye for product and marketing strategy, his tenacious and meticulous approach to execution, his creative thinking, and his laser-focus on company vision and strategy. He is loved by his colleagues for his fierce dedication to people, culture and professionalism.

Justin’s hard work and talents have allowed him to excel in many professional ventures. Here are a few highlights.

While at Novell, Justin was the Senior Global Product Marketing Manager for one of Novell’s premier products, Zenworks, and eventually for its entire Endpoint Portfolio. During this time he was responsible for driving product and revenue growth. He did this through – in the words of former colleagues and managers – flawless execution, his ability to uncover strategic opportunities and his knack for creating partnerships with other areas of the business.

While at MRM // McCann SLC, he was the Strategy Director for the Verizon Enterprise Solutions account. His responsibilities included overseeing marketing execution through project scoping and planning, go-to-market planning and message development, campaign execution, sales enablement and much more. While leading the account, he defined a completely new go-to-market strategy that helped clarify Verizon Enterprise Solutions’ role and opportunity in the market.

He is currently Vice President of Marketing for Loveland Innovations, a leader in providing drone technology for the Property and Casualty Insurance Industry. He is responsible for identifying and evaluating strategic market opportunities, assisting in product strategy and execution, and leading all marketing activity. Justin plays a key role in establishing and positioning Loveland Innovations in a rapidly growing market. His efforts have been key to helping Loveland Innovations win business from key industry players, even when going head-to-head with competitors who have 10x in funding and who have been operating 3+ years longer than Loveland Innovations.

**What makes this individual a standout in his or her industry? *(required) 2500 Character Limit***

Justin strikes a balance between tenacious co-worker and close friend. His colleagues (former and current) describe Justin as:

* Polished and articulate
* A consummate professional known for his ability to think strategically, execute with precision and push the envelope when the right outcome requires it
* Wickedly intelligent
* Someone you can always count on doing the right things for the right reasons
* One having a sharp business acumen, a customer-focused perspective and crisp communication skills

Above and beyond all this, what makes Justin a standout is his fierce dedication to company vision and the people he works with. Justin is often the earliest in and the latest out, the quickest to volunteer and the first to put his own projects aside to assist others in the betterment of the company. His passion in the office is contagious and his presence is always genuine.

As evidenced by Justin’s resume, he has a knack for working in highly-technical, fast-paced, and fast-growing industries. Much of his career growth and business impact can be credited to his ability to sprint through learning curves, quickly assess market landscapes with great accuracy, and come to strategic decisions that have great impact on business.

In his current role as Vice President of Marketing, Justin is a key part of driving business and product strategy. According to Jim Loveland, CEO and Founder of Loveland Innovations, and Justin’s current boss, “Justin is a key part of both our business strategy and marketing and sales direction. He has a talent that few have; the ability to both provide vision through strategic thinking and results through precise execution. This is extremely important in the stage we are as a company. His contributions to the team are bringing the vision I have for our company closer and closer to reality each day.”

**Please provide a specific example of how this person has demonstrated effective leadership. *(required)***

Justin’s current company, Loveland Innovations, is still in its infancy. The commercial drone industry is fast-moving, ever-evolving and to say that it is an arm’s race to see who will develop the first drone solution that is adopted in mass by the Property and Casualty Insurance Industry would be an understatement. Companies with funding in the multiples of Loveland Innovations have tried to find its way to market dominance with little to no success.

Justin has been a key part of helping to define, develop and execute company vision and the team at Loveland Innovations is considered by many in the Property and Casualty Insurance industry as the leading thinkers in drone insurance technology.

In 2017, Justin led an initiative to change the way that Loveland Innovations delivered its software, and to do so in a way that improved adoption and scalability, and at a price that is a fraction of its competitors. This included outlining necessary hardware requirements, selecting vendors, identifying supporting technologies, forging business partnerships, building pricing/packing models and operationalizing the initiative. Justin’s leadership enabled Loveland Innovations to launch the initiative in under 45 days, in large part due to Justin’s laser-focus on execution.

This method for product delivery has been a key part of putting Loveland Innovations in proofs of concept and active sales activity with many of the top 10 insurance carriers in the United States and has positioned its product as a serious contender for mass adoption by the industry.

**How is this person involved in giving back to the community? (required)**

Justin’s involvement in community and non-profit organizations is evidence of his dedication to others, especially those he’s close to and cares deeply about.

Since 2014, Justin has been an active volunteer with the Girl Scouts of America. Justin’s involvement includes (but isn’t limited to) assisting with local and national fundraisers as well as providing leadership and support for his daughter’s local troop.

From 2004-2008, Justin volunteered with the National Multiple Sclerosis Society to help forward initiatives to support those, including some who are close to him, who carry the burdens associated with the condition. His efforts were part of national and local efforts to provide support, comfort and assistance to those diagnosed with Multiple Sclerosis as well as those who care for and love them.