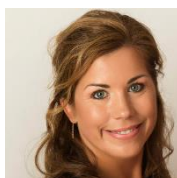


## Powerful Marketers:

*Changing marketers for good*

Powerful Marketers (Ourpower OÜ) unites ambitious, results-driven, and growth-oriented entrepreneurs and marketers who are continuously working on achieving their professional and personal goals. We are committed to empowering marketers and business owners through clear, measurable, targeted, and consistent actions that enable businesses to move towards their vision. We believe in the power of systematic and persistent effort, as well as research-based decision-making. Empower yourself and improve your business results with Powerful Marketers!

### Key members of the team:



#### Mari-Liis Vaher, creator of the Powerful Marketer Program & Marketing Strategist

Mari-Liis has been working in sales & marketing since 2003, and as an entrepreneur since 2009. Her biggest business ventures have been:

- co-founding the international Powerful Marketers brand (2019) and creating the [Powerful Marketer Program](#) (2020);
- co-founding, scaling and selling the marketing agency [Stillabunt OÜ](#) (2013-2018);
- consulting various B2C & B2B businesses since 2013 as a marketing expert (incl. the university TalTech, Estonian Police, Holm Bank, LHV Pension Funds, scrap metal business Kuusakoski AS, P2P loans provider Omaraha OÜ, restaurant Olde Hansa and many more);
- holding a franchise for a worldwide youth brand Heelys in Baltic States & in Finland, and brand's store management (2009-2011);
- being a Member of the Council at [AS Lajos](#) (2015-2018);
- founding the non-profit company MTÜ Tuleviku Heaks (2016) and leading Estonia's largest environmental campaign (2013-2018) "Candle Case Hunt", which was recognized by the Estonian Ministry of the Environment.
- becoming a crisis counselor at MTÜ Mahena (Crisis Counseling and Self-Help Center) in 2019.

She has continuously worked on improving her skills in marketing, management and psychology for the last 15+ years, including 2 years of sales manager training at one of the world's best-known and oldest sales organizations "Southwestern Advantage" and has consistently participated in the trainings of Tiina Naarits-Linn (in Estonia and abroad). Her passion and vast knowledge in psychology and communication has also shaped her path as a mentor, speaker, and a valued member of various mastermind groups (Global Business Owners, Inspire Mastermind, Business Network International, Mahena Mastermind Group). Her love for learning and continuous self-improvement has led her to obtaining a Master's Degree in Social Sciences from the [University of Tartu](#), to co-authoring the book "10 Steps Towards the Perfect Advertising Gift" and to being a trainer in the [Marketing Institute](#).





### Tiina Naarits-Linn, mentor of the Powerful Marketer Program & Crisis Psychologist

Tiina is an experienced crisis psychologist and lecturer. Tiina reviewed the entire structure of the program from the psychological point of view, ensuring that it supports the powerful growth of every student. Some of her most mentionable career achievements have been:

- receiving master's degree in both educational and social sciences, as well as completing 2 years of in-service training as a school psychologist at the University of Tartu;
- establishing a psychology service in the Tallinn Police Prefecture (1997) and the Estonian Police (1999);
- training civil servants in creating the concept of victim support (2000-02);
- belonging to the expert group of the Ministry of Education and Research in introducing the Basic Schools and Upper Secondary Schools Act at all-Estonian seminars (2010);
- belonging to the expert group for the creation of a professional standard for social pedagogues in Estonia (the professional standard was approved in December 2013), etc.
- founding the non-profit company [MTÜ Mahena](#);
- being a crisis psychologist for the survivors and relatives of the people who lost their lives in the sinking of the passenger ship Estonia (852 people lost their lives and only 137 people were saved);
- being in Georgia after the 2008 military conflict as part of a UNICEF team of experts and co-authoring of a report on psychosocial support ("Application of crisis psychology in practical situations: Psycho-social crisis intervention", Dec 2008 in Tbilisi).
- Carrying out in-service training in the field of communication (from customer service to conflict resolution) since 1997 (incl. lecturing in Tallinn University and the Police College).



### Riho Vaher, Sales Strategist

Riho has been active in sales and business since 2000. Having owned and grown multiple business, his expert knowledge is based on trial and error, real life wins and losses, as well as a university degree in finance. His biggest business ventures have been:

- co-founding the international brand Powerful Marketers (2019);
- co-founding, scaling and selling the marketing agency Stillabunt OÜ (2013-2018);
- co-founding and managing the promotional items company Firmakink OÜ (2005-2013);
- founding the investment company Holiday Invest OÜ (2001) and trading actively ever since.

His strengths, as well as professional interests lie in sales strategy, sales management and business planning. He has also co-authored the book "10 Steps Towards the Perfect Advertising Gift".





### Laura Kukemelk, Marketing Strategist

Laura has been active in sales and marketing since 2011, and her high ambitions and high-performance attitude have given her great academic results (valedictorian at high school and *cum laude* at Tallinn University of Technology), as well as a fast track journey from "zero to hero" in her career. Within 4 years, she grew from an entry level marketing assistant to a business co-owner by providing high-level marketing services to clients from various industries. Her biggest professional accomplishments have been:

- co-founding the Powerful Marketer Program (2020) and coaching marketers in the 10-week intensive 1:1 coaching group;
- hosting regular marketing webinars for an international audience (2020);
- being a project manager at the non-profit company MTÜ Tuleviku Heaks and managing the environmental campaign "Võta Vabalt" (2020);
- co-founding the international brand Powerful Marketers (2019);
- becoming a partner at OurPower (2018);
- being a project manager to some of the most valuable accounts at the marketing agency Stillabunt OÜ (2014-2018).

Laura is known for her data analysis skills and for turning ideas into actionable plans, which is why her teammates often refer to her as the Magician.



### Nathan Manzaneeque, Business & Communication Consultant

Nathan has been working in marketing, sales and communication for his entire career, and has been an entrepreneur since 2012. Nathan had an integral role in helping put together the content of the Powerful Marketer Program. Some of his biggest accomplishments have been:

- being the Executive Director of the networking group BNI in Marbella, Malaga and Sevilla in Spain (2013-2016);
- founding the company INSPIRE Consulting (2013-present) and helping overwhelmed entrepreneurs get more clarity in their strategy to create awesome businesses for a spectacular life;
- founding and leading the networking group BTB Club which unites business owners from various industries (2017-present);
- being a Managing Director in IMEX Support Services (2008-2015) and Cheltenham LS (2011-2013) in United Kingdom;
- obtaining academic degrees from Merton College (in marketing), Fucus College (master of marketing and sales), Mare Nostrum (master of computer applications).

Nathan is an experienced trainer and public speaker, and his vast knowledge and skills in communication and networking have made him an extremely valuable member to the team.

