

Mari-Liis Vaher, MBA

Author & Founder, Powerful Marketers

Bridging the gap between business strategy and marketing implementation

70% of CEOs do not trust marketing to deliver growth. 75% of marketers are facing burnout. This disconnect is the most expensive invisible cost in business today. I help organizations bridge this gap through *Practical Marketing Alignment*.



Avg. rating for workshops: **9.3/10**



 TÄLLBERG-SNF-ELIASSON
GLOBAL LEADERSHIP PRIZE

Nominee, 2026

Core expertise for aligned teams:

- **The Business House Concept:** Aligning sales, marketing, and client service into a unified growth engine.
- **The Work Smarter Flywheel:** Replacing reactive firefighting with intentional systems that prioritize team energy and focus.
- **Communication Literacy:** Resolving operational friction by understanding the life curve of multi-generational teams.
- **The Marketing Architect:** Transitioning from AI-driven busywork to strategic contribution and high-impact results.

[Watch the framework in action](#) →



POWERFUL
MARKETERS



CREDIBILITY

SPEAKING & WORKSHOPS

Mari-Liis offers research-based **keynotes** and interactive **workshops** tailored for marketing summits and corporate strategy days. Every session is designed to foster dialogue and internal alignment.

Inspiration is the start; implementation is the goal.

After the keynote, the journey continues in the Powerful Marketers Hub. Here, the EU-certified 5-step framework from *The Greatest Marketer* becomes a sustainable professional rhythm through high-yield tools and community accountability.

- Built and successfully exited a **7-figure** marketing services business.
- **Author** of *The Greatest Marketer*
- **Founder** of the Powerful Marketers Hub, a global marketing community
- **Next-Gen Marketers movement** leader (support to marketers under 25).

Bio at mariliisvaher.com



"Mari-Liis is not only kind, warm, and welcoming, she is also immensely knowledgeable, prepared, and creates the environment for her guests to shine."

Bob Burg

Hall of Fame Keynote Speaker & Co-author of "The Go-Giver"



"Mari-Liis understands powerful marketing strategies and wants to enable others to do the same. She is inquisitive, compassionate, and focused on getting the best for her audience."

Terry Bean

Author, Business Coach, Speaker



"Mari-Liis creates a positive and engaging environment that fosters community and delivers great content. She curates content that is both informative and entertaining."

Jason Croft

Owner of Croft Media