

# Jennifer Morton

**Presented by the Association of  
Golf Merchandisers**



## **Elevate Your Sales and Social Media Strategy**

*Boost Engagement & Maximize Success*

Jennifer Morton, Director of Marketing and Sales for the Association of Golf Merchandisers (AGM), business strategist, and international speaker has more than 30 years of marketing and golf retail experience.

With a knack for finding the white space in an organization and discovering opportunities to generate additional revenue, Jennifer knows the ins and outs of the golf business. She has worked as a buyer and as a merchandiser before moving behind the scenes to launch a multi-million dollar ecommerce site. She is passionate about marketing (digital, social, and email) and customer relationship management (CRM). Jennifer spent more than three decades working for Morton Golf. Her marketing efforts consistently resulted in the Haggin Oaks Golf Super Shop being recognized as the most awarded golf facility in America by industry associations, including being the recipient of the Best Use of Social Media national award by Golf World Magazine.

Today, Jennifer is an enthusiastic and informative speaker who is passionate about helping others learn how to amplify their communication and marketing strategies to maximize sales and improve profitability. She is widely considered a golf industry expert in retail, merchandising, ecommerce, email and social media marketing. She has assisted numerous golf brands and most recently, she helped create and launch the first Certified Retail Manager program for the golf industry with the AGM.

