the
BACKSTORY

Empowering Stories, Inspiring Journeys:
The Backstory Podcast

THE BACKSTORY UNVEILED

Embark on a transformative journey with "The Backstory" hosted by Jennifer Cannon. This groundbreaking podcast is fueled by Jennifer's personal story of resilience, tenacity, and unwavering pursuit of personal and professional growth.

"The Backstory" takes us deep into the transformative journeys of thought leaders, innovators, and creatives. In each episode, Jennifer delves into the untold stories and challenges these individuals faced before achieving success. She uncovers the triumphs, pivotal moments, and lessons learned along their path to greatness.

"The Backstory" offers guests a unique platform to share their transformative journeys. By exploring the challenges they faced, the strategies they employed, and the mindset shifts they underwent, Jennifer provides listeners with actionable insights for personal growth and resilience.

MEET JENNIFER CANNON

Jennifer Cannon is a powerhouse and trailblazer in the tech industry. She forged her path by establishing The Cannon Group and orchestrating innovative Go-to-Market initiatives for clients like Cisco Systems, Nike, and Patagonia. Her expertise has left an indelible mark on industry giants and institutions like Pepperdine University, USC, and the Children's Hospital of Los Angeles.

In 2012, Jennifer successfully exited The Cannon Group, setting the stage for a flourishing career in Go-to-Market strategy roles with companies like Gainsight and ServiceNow. Jennifer's journey is fueled by a profound fascination with human behavior and motivations, propelling her into the realm of leadership.

Jennifer's quest for purpose and livelihood led her through the industry's highs and lows, graduate studies later in life, and continuous exploration of new paths. Her story is one of courage, resilience, and a commitment to personal and professional growth.

PHOTOS

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Being a Guest

To inquire about being a guest on the podcast

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Media Inquiries

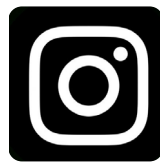For all media inquiries, contact Jennifer Conrad

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Speaking Events

To inquire about Jennifer Cannon speaking at your event

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