

# WOMEN BUSINESS LEADERS

## On Point Strategies

### ■ What is the focus of your business?

We lead our clients in strategically targeting their various audiences through sound market research and innovative marketing planning and strategy. At the heart of our work is ensuring the voice of the customer is heard for effective marketing execution.

### ■ How did you come up with the name of your business?

I wanted it to have a special meaning to me. I grew up in dance, including "on pointe." And being on point with your target audiences is critical for marketing and market research.

### ■ What advice would you give to women who want to start a new business?

To go for it! Life is too short to not follow your dreams. If you believe in yourself and stay focused, you can



**Tamara Kenworthy, PCM, PRC – Owner**

*On Point Strategies is a strategic marketing firm with market research expertise, and a research firm that thinks like a marketer! A rare combination in the industry!*

achieve your goals. The key is to identify how you can differentiate yourself from others. Surround yourself with a strong team. Also, building a strong network is critical – whether as mentors or connectors.

### ■ What are important

### characteristics for leaders to have?

Top of my list: communication skills, and the ability to think strategically and the vision to see it through.

### ■ What is the most important thing you've learned over the course of your career?

You have to stay up-to-date and relevant in your

industry for the benefit of your clients. For example, Social Media has turned marketing and research on its head. The Internet didn't even do this. That's what makes our industry exciting. You don't have to be an expert in every new idea or tool, but you better understand it.



### ■ How important is social responsibility for a company?

Whether a large company

or small business owner, we all have a responsibility to contribute to a vibrant metro. I believe strongly in giving back to the community and my profession, so I'm actively involved with the Partnership's Regional Development Board, Rotary DMAM, AMA and MRA. Personally, I love the arts and I serve on the Des Moines Community Playhouse board and the WDM Public Art Commission.

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