

**Lee Frederiksen**

Lee Frederiksen is the managing partner at Hinge, a premier professional services branding and marketing firm. Formerly a researcher and tenured professor at Virginia Tech, Lee is a national authority on organizational behavior management and marketing. He left academia to start up and run three high-growth companies. At Hinge, Lee leads the research team on its ongoing studies of professional service firms, helping firms build marketing programs based on research-based strategies.

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