

# Jen Root

## Managing Director, Perhaps



Jen Root is the Managing Director at Perhaps, a full-funnel partner marketing agency specializing in affiliate, influencer, and media partnerships. She helps brands in retail and e-commerce scale performance-based marketing programs that drive measurable growth and tangible outcomes.

With over 15 years of experience leading revenue and partnership teams, Jen builds strategies that connect brands with the right publishers, creators, and media partners to deliver high-performing partner ecosystems. She focuses on elevating partner marketing from a secondary tactic to a core part of a brand's go-to-market strategy through custom frameworks, data-driven insights, and trusted partnerships.

*“Full funnel partner marketing isn’t about one ‘hero’ channel; it’s about building an ecosystem where affiliates, creators, and media partners work together to move a customer from first touch to lifelong loyalty.”*

*“In retail, storytelling is the bridge between a product on a shelf and a brand in someone’s hand; when the story is relatable, honest, trust becomes a natural part of the buying process.”*

*“For DTC brands, social proof is paramount and can be positioned as a powerful top-of-funnel strategy. Think of social proof as your #1 salesperson.”*

*“If you can’t measure the impact, it’s not a growth strategy, it’s a guess; modern marketing should tie every partner, story, and touchpoint back to revenue, retention, and true customer value.”*

### **About Perhaps:**

Perhaps is a full-funnel partner marketing agency, focused on driving incremental growth and scale for innovative brands. With over two decades of industry expertise, the agency applies a client-first approach, building proven methodologies that help brands reach engaged, high-intent audiences.

### **Media Contact:**

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From Possibility to Performance