



Jeff W. White

Principal

Biography

Jeff W. White is the co-founder of Kula Partners, an agency designed to help leading manufacturers digitally transform their marketing and sales.

A User Experience (UX) and usability expert, Jeff began building sites for the web over 25 years ago. He leads the design and development practice at Kula Partners, Canada's first Platinum HubSpot Partner agency. A number of years ago, Jeff returned to NSCAD University as a sessional professor, bringing his understanding of web standards to a new generation of design students. A passionate advocate for usability and an open web that is accessible to everyone, Jeff frequently speaks on web design, usability, accessibility, marketing and sales at events such as HubSpot's Inbound conference. He is also the co-host of the [The Kula Ring](#), a weekly podcast that focuses on talking technology, marketing and sales with some of the most interesting minds in manufacturing marketing.

Jeff is a father of three and his non-work time is filled with shuttling kids back and forth to the pool, riding bicycles in the woods, and smoking meat on the kamado.

Connect with Jeff

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Topics

B2B Website Optimization and Conversion

B2B buyers are people, too—and websites that are built to be found, easy to use, accessible to everyone, and encourage action are key to guiding them along their buying journey.

Accessibility in Digital Communication

Ensuring that your online presence is accessible to users with disabilities isn't just the right thing to do—it could save you from costly lawsuits. Find out how to make your digital marketing accessible to all users.

Technology Stack Planning

Learn the considerations for evaluating marketing automation, CRM, ERP, and PIM platforms and how to plan a tech stack that's fully integrated and designed to evolve with your needs.

The B2B User Experience

B2B buyers are tired of cumbersome, friction-heavy digital experiences. Learn how to create intuitive, delightful experiences for your buyers online and reap the rewards.

B2B Ecommerce

What goes into an exceptional online shopping experience? Find out how to cater to the behavior and requirements of B2B audiences with ecommerce.

Questions

What do B2B companies need to know about SEO and website optimization?

How can companies be sure their marketing platforms and communication methods are accessible to both potential and existing customers?

How can B2B websites be designed to benefit your buyer's journey?

What do organizations need to know as they integrate new applications into their technology stack or develop a new one?

What are the best practices for developing and maintaining large international web platforms?