

Laurel Cavalluzzo

PARTNER, MARKETING

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Laurel has spent decades in the field of marketing and communications, both guiding high-level marketing strategy efforts as well as ensuring chosen tactical elements are on track to aid a company meet its business objectives.

She works with an organization's goals in mind, prioritizes what needs to be done within the marketing realm, and then develops the overall communications roadmap.

EXTENSIVE EXPERTISE IN:

The marketing foundation: branding & messaging

The union of traditional and emerging marketing elements

Database marketing

B2B social media strategy

Public relations

Laurel previously worked as a Marketing Director at Exxon Mobil Corporation (and at Mobil Oil, pre-merger). There, she worked on diverse projects ranging from pricing and logistics, to serving as a marketing lead and successfully launching an entrepreneurial venture within ExxonMobil (Speedpass Network). She also has past experience in the financial services industry.

Laurel earned a BSBA in Marketing and Management from Georgetown University, and an MBA from the Wharton School at the University of Pennsylvania.

KNOWN FOR:

Integrated marketing plans

Marketing tactic know-how

Reporting & analytics

Testing & measuring

