

The data drives the decisions...

...the decisions that increase revenue, power profitability, and everything in between.



Laurel Cavalluzzo
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. Like everyone on the ECS team, she actively seeks opportunities to drive revenue and accelerate growth.

Known for: *Integrated marketing plans - Marketing tactic know-how - Reporting & analytics*

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.