

Jon Cohen

PARTNER, MARKETING

jcohen@thinkempirical.com

Jon leverages his 20+ years of agency experience to help both established and emerging brands reach their next stage of growth.

Specializing in B2B marketing strategy and execution, Jon has deep expertise leading companies through the creation of solid brand marketing foundations that prepare them to successfully engage audiences, drive demand, and empower employees.

EXTENSIVE EXPERTISE IN:

Building strong brand platforms

Developing comprehensive and consistent messaging strategies

Uncovering demand gen opportunities that drive profitability

Creating results-driven strategic marketing plans

Mapping out digital marketing plans that incorporate emerging technologies

Prior to joining ECS, Jon cultivated relationships with company founders, CEOs, Private Equity groups, and Marketing & Sales leadership while serving as the EVP of Client Services for FVM, an award-winning B2B brand and marketing agency. Jon has deep, hands-on experience leading interdisciplinary project teams of digital marketers, writers, designers and website developers to launch brands and products through integrated content and marketing campaigns. Jon's experience spans multiple industries including Technology, Software/SaaS, Biotech, Professional Services, Industrials, and Non-profits.

Jon holds a Bachelor's degree in English from Shippensburg University with a focus on Communications.

KNOWN FOR:

**Extensive B2B
experience**

**An immersive
approach**

**Creative and
strategic
thinking**

**Brand
positioning &
activation**

