

Michelle Cheney

DIRECTOR, MARKETING

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Michelle brings more than two decades of experience building strong brands and driving sustainable growth for organizations to her clients.

A high-level strategic thinker with sharp business acumen, Michelle effectively leads organizations through all phases of marketing – from brand creation and planning through to execution and implementation. While she's worked with some of the best-known as well as most respected brands in the world, she has also successfully driven the marketing strategy of both start-ups and developing brands.

EXTENSIVE EXPERTISE IN:

Brand architecture and portfolio management

Consumer insights, market research, macro- and micro-trends, target audience profiling

Connections planning and integrated marketing communications, content marketing

Mar-tech, analytics, performance measurement

SaaS, fintech, non-profit and durables

Before joining ECS, Michelle worked in a senior leadership position at several international and independent agencies. She headed up brands such as Susan G Komen, Ingersoll Rand Security Technologies, Schlage, and the Dal-Tile family of brands. She also has extensive B2B experience in durables, industrials, fintech, SaaS, and technology, has launched numerous start-ups, and has worked with notable B2C brands including Borden Dairy, Coca-Cola, Land 'O Lakes, Folgers, and International Delight.

Michelle holds a BBA in marketing and MBA in management from the University of Texas at Austin and MBA in international marketing and European management from Ecole Supérieure de Commerce (now Emlyon Business School) in Lyon, France.



KNOWN FOR:

Brand strategy

Strategic & creative thinking

Fusing marketing & technology to build strong businesses