

Francine Harris

DIRECTOR OF MARKETING

fharris@thinkempirical.com

Francine brings exceptional communication and leadership skills to businesses who look for marketing to effectively drive business results.

Francine is a creative and experienced hands-on marketing & communications leader in both the B2B and B2C hi-tech, healthcare, and medical device industries. She is highly adept at creating global strategic brand messaging, thought leadership, and internal communications programs with an eye to executing through customer, partner and employee channels.

EXTENSIVE EXPERTISE IN:

Brand Positioning

Corporate Branding

Digital Marketing

Content Development

Team Leadership & Management

Developing a Strategy Vision and Executing Supporting Tactics

Before teaming with the experts at ECS, Francine served in senior marketing roles with several domestic and global companies, including IBM. She has worked in industries as diverse as medical device, technology/ cybersecurity, software development. Her roles have focused on branding, the development of strategic campaigns, marketing operations, digital marketing (including SEO/SEM, social media), PR, and marketing analytics and measurement.

Francine holds a BA in Political Science & Economics and an MA in economics from the University of California, Irvine.

KNOWN FOR:

Actionable &
Creative Plans

Merging
Traditional &
Contemporary
Communications

Driving Strategic
Growth

