

Penni Barton

DIRECTOR, MARKETING

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Penni brings more than three decades of B2B and B2C experience building brands and driving growth for her clients both within the US and internationally.

From brand positioning to marketing & creative strategy, communications planning, and execution, Penni has effectively led clients to success. She has worked across a range of industries, and with companies ranging in size from Fortune 500 brands to start-ups.

EXTENSIVE EXPERTISE IN:

Brand positioning, architecture, and portfolio management

Integrated marketing communications and content marketing

Shopper and retail marketing

Performance measurement

Hispanic marketing

Change management

Before joining ECS, Penni was the head of marketing for Dallas Market Center where she oversaw all marketing disciplines including strategy, creative, media, PR, events, visual merchandising, email, digital, social and web. She also has experience in consumer & shopper insights, market research, and target audience profiling. She has led strategy and marketing communications for brands that include Pizza Hut, Canada Dry, Arnold/Oroweat, Gallo, GSK, Clorox, Mars Foods and Pernod Ricard, among others.

Penni has a BA Hons Degree in International Marketing and Spanish from London University.



KNOWN FOR:

Brand strategy

Strategic & creative thinking

Integrated marketing plans that meet business objectives

