

Manuel Collazo

PARTNER, MARKETING & SALES

mcollazo@thinkempirical.com

Manuel brings more than 20 years of marketing, sales, and operations leadership, leading through disruption, creating innovative solutions, and building high functioning, successful teams.

From brand positioning to marketing & creative strategy, communications planning, and execution, Manuel has led marketing organizations with revenues of \$1B.

EXTENSIVE EXPERTISE IN:

Brand positioning, architecture, and portfolio management

Integrated sales and marketing

Digital and multimedia strategy

New product launches

Before joining ECS, Manuel was the founder and principal of Thrive Development, an independent consulting firm. Prior to Thrive, Manuel was the CEO of CIPS Marketing Group, Inc – a national advertising & marketing services provider that also focused on marketing data, analytics, and as a logistics provider for newspapers, magazines, consumer packaged goods companies, and large advertisers around the country. In his five years with CIPS, he reinvented the company into a multi-service marketing and logistics organization and developed a team that grew the company by forty percent. Working with the Board of Directors and ownership, Manuel helped CIPS Marketing Group go to market and be acquired.

KNOWN FOR:

Leadership
and growth
acceleration

Strategic
and creative
thinking

Integrated
marketing,
sales, and
operations

