

Nilay Patel

ASSOCIATE, MARKETING

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Nilay Patel is a strategic, yet detail-oriented marketing specialist with a strong understanding of how to successfully communicate a product or service to a target audience.

He is an integral part of marketing teams as they work to execute the tactics of a marketing plan that drives year-over-year sales growth. His background expertise also includes market research, competitor analysis, and buyers' journeys.

EXTENSIVE EXPERTISE IN:

Tapping into the power of marketing to drive results

Ensuring consistency across marketing elements

Social media strategy and execution

Marketing and sales platforms including HubSpot, Marketo, Pipedrive, Salesforce, and others

With experience across a range of industries, including healthcare, insurance, education, and other areas, Nilay has worked to successfully guide companies from the development of their marketing strategies through to their supporting tactics. He has the know-how and background to integrate the online and offline elements of campaigns to ensure they are successfully executed and ultimately drive positive results.

Nilay earned a BA in Marketing and an MBA, both from the David Eccles School of Business at the University of Utah.

KNOWN FOR:

Developing go-to marketing strategies

Digital marketing expertise

Honing in on a product/service's unique value

Development of a wide range of marketing collateral



empirical
consulting solutions