

# Howard Seibel

DIRECTOR, MARKETING

[hseibel@thinkempirical.com](mailto:hseibel@thinkempirical.com)

**Howard provides clients with marketing and growth strategies that both generate and convert strong, quality leads and maximize the lifetime value of customers.**

Using a data-driven approach, Howard yields improved results across all phases of the marketing funnel, and both develops and implements actionable marketing plans that drive results. As well, he guides marketing teams as they redesign their relationship with sales, product, legal, customer support, and outside vendors.

## **EXTENSIVE EXPERTISE IN:**

Pre-acquisition due diligence in marketing

Value proposition and messaging development

Lead generation and nurturing

Customer insights and buyer journeys

Thought leadership-based content creation and distribution

Howard brings decades of experience gathered from blue chip brands that include American Express, Goldman Sachs, HP, Bloomberg, as well as younger companies. He has worked with clients across a range of industries, including financial, fintech, technology, and B2B/consumer services brands.

He earned a BA in Chemistry from Cornell University and an MBA in Marketing from the Wharton School of the University of Pennsylvania.



### **KNOWN FOR:**

**Marketing  
process  
improvement**

**Customer  
acquisition  
and retention**

**Lead  
generation  
and nurturing**

