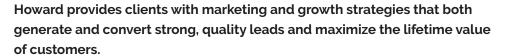
Howard Seibel

DIRECTOR, MARKETING

hseibel@thinkempirical.com



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.



Marketing process improvement

KNOWN FOR:

Customer acquisition and retention

Lead generation and nurturing

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.

