

Laurel Cavalluzzo

PARTNER, MARKETING

lcavalluzzo@thinkempirical.com

Laurel has spent decades in the field of marketing and communications, both guiding high-level marketing strategy efforts as well as ensuring the best tactical elements are successfully executed to drive business results.

She integrates and prioritizes both traditional and digital marketing elements when developing a company's overall communications roadmap, and ensures the organization's overall goals and objectives are front and center.

EXTENSIVE EXPERTISE IN:

The marketing foundation: branding & messaging

The union of traditional and emerging marketing elements

Driving the alignment of the marketing and sales teams

Database marketing

B2B digital marketing strategy

Public relations

Laurel previously worked as a Marketing Director at Exxon Mobil Corporation (and at Mobil Oil, pre-merger). There, she worked on diverse projects ranging from pricing and logistics, to serving as a marketing lead for the successful launch of an entrepreneurial venture within the company, Speedpass Network. Earlier in her career, she developed actionable communications strategies within the financial services industry.

Laurel earned a BSBA in Marketing and Management from Georgetown University, and an MBA from the Wharton School at the University of Pennsylvania.

KNOWN FOR:

Integrated marketing plans

Moving marketing tactics into implementation

Developing compelling content

Reporting & analytics

Testing & measuring



empirical
consulting solutions