

Penni Barton

DIRECTOR, MARKETING

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Penni brings more than three decades of B2B and B2C experience building brands and driving growth for her clients both within the US and internationally.

From brand positioning to marketing and creative strategy, communications planning, and execution, Penni effectively leads clients to success. She has worked across a range of industries, and with companies ranging in size from Fortune 500 brands to start-ups.

EXTENSIVE EXPERTISE IN:

Brand positioning, architecture, and portfolio management

Integrated marketing communications and content marketing

Private Equity due diligence and value creation

Website design and development

Digital marketing

Go-to-market planning and execution

Performance measurement

International marketing

Change management

Penni has had extensive experience across multiple industries including manufacturing, distribution, SaaS, technology, professional services, and more. She has led strategy and marketing communications for well-known brands that include Pizza Hut, Canada Dry, Arnold/Oroweat, Gallo, GSK, Clorox, Mars Foods, and Pernod Ricard, among others.

Penni has a BA Hons Degree in International Marketing and Spanish from London University.

KNOWN FOR:

Brand strategy

Strategic and creative thinking

Integrated marketing plans that meet business objectives



empirical
consulting solutions