

# Laurel Cavalluzzo

SENIOR PARTNER

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**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:

Brand development & messaging

Aligning marketing with sales

Outbound marketing

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:

Delivering  
quantifiable  
results

Bridging  
strategy with  
tactical  
execution

Developing  
marketing KPIs



**empirical**  
consulting solutions