

## L A U R A P A T T E R S O N

Competitive Growth Strategies Governed by Customer-Centricity,  
Operational Excellence, and Performance Management Best Practices,  
Entrepreneur & Experienced Board Member

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Laura Patterson is a strategic operator, innovator, and board member with a 26-year track record of helping mid-market companies create shareholder value through customer-centric growth, strategic clarity, and measurable execution.

As President and co-founder of VisionEdge Marketing, a boutique growth strategy firm, Laura has advised over 300 B2B companies—many in technology and manufacturing, and across PE-backed, privately held, and founder-led environments. She helps organizations implement deliberate, customer-value-driven strategies that expand strategic capacity, reduce risk, and accelerate performance.

Laura brings extensive experience in Go-to-Market strategy, aligning strategy with performance outcomes, and applying governance discipline to marketing and growth functions. She has led strategic planning efforts and Go-to-Market launches for new products, such as SaaS applications, semiconductors, bioscience/life science and medical devices, both in-house and with clients, and has supported C-Suite teams in preserving brand equity, managing risk, and delivering measurable results.

Over more than two decades advising founder-led, PE-backed, and global companies, Laura has built trusted relationships with boards and executive teams—earning a 90% referral rate and repeat client partnerships. She developed and patented Accelance®, a SaaS application that aligns strategy and metrics with execution. Laura authored four books including the award-winning, Amazon best-seller *Fast-Track Your Business: A Customer-Centric Approach to Accelerate Market Growth*, which introduces the Circle of Traction® framework used by leadership teams to transform their organizations into a customer-centric enterprise.

She currently serves on the informal board of a third- and fourth-generation family-owned construction company, where she has played an active role in stakeholder alignment and strategic communication throughout the final stages of the company's exit planning process. Laura has held previous board and committee roles with the Institute for the Study of Business Markets (ISBM), the University of Texas McCombs School, Creative Action, the Boys and Girls Clubs of Central Texas and the Private Director's Association (PDA).

Laura holds a Private Company Governance Certificate from the Private Directors Association, and additional credentials in board-level cybersecurity and AI strategy from the PDA and Northwestern Kellogg School of Management. She is a Vistage-certified speaker, recognized thought leader, and trusted advisor to C-Suite leaders navigating strategic inflection points. Laura's board presence is defined by strategic insight, thoughtful inquiry, and a collaborative approach that supports value creation and effective governance.