



LAURA PATTERSON

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

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EXECUTIVE SUMMARY: Laura has a proven track record of creating and implementing successful and competitive growth strategies built on the bedrock of optimized customer-centricity, operational excellence, and performance management. She has been a trusted advisor to BOD members and CXOs in 300+ companies, providing direction and strategies on how to tackle growth challenges. She has deep cross-industry experience in semiconductor technology, cybersecurity, financial services, manufacturing, software, and medical devices/bioscience. Laura has practiced Marketing Governance for nearly 25 years for her customers: 1) guiding the creation and aligning the vision, mission, strategy, and customer-centric plans, 2) overseeing the benchmarking of competitive strategy execution, 3) reviewing performance objectives and measures, 4) reviewing and evaluating proposed major growth initiatives and ensuring investments are meeting both growth and ROI objectives, 5) measuring and continuously improving marketing performance and creating centers of excellence, and 6) evaluating M&A candidates.

CORE COMPETENCIES

Visionary leadership and executive oversight
Strategy development, planning, and goal setting
Marketing, customer insights, and CX
Financial and business acumen
Risk and change management
Information, data, and cybersecurity
Data modeling, predictive analytics, and AI
Ability to ask the tough questions/challenge assumptions
Needs analysis and problem-solving
Consensus/team building

PROFESSIONAL HISTORY

PRESIDENT/CO-FOUNDER

VisionEdge Marketing. B2B Growth Consulting. 1999-present.

Under Laura's leadership, customers of all sizes and capital structures have accelerated profitable growth. This has been achieved through the identification of mission-meaningful metrics and the application of best-practice analytics, ultimately resulting in data-driven customer, market, and ecosystem insights; and through process and performance management improvements. The firm has earned 90% referral and 50% repeat engagement rates.

CMO

Evolutionary Technologies. Project 1998-1999

Reported directly to the CEO. Repositioned the company. Expanded the market. Designed customer-facing processes.

CUSTOMER LOYALTY ARCHITECT

Alex Sheshunoff. Project 1997-1998

Developed an innovative customer loyalty system to improve the customer experience across the entire customer life cycle.

DIRECTOR, CUSTOMER MARKETING AND BRAND STRATEGY

Motorola. 1983-1996

Launched 4 microcontroller families, 2 of which became industry standards. Led and grew Powered By Motorola from division to sector initiative. Expanded BU into new market segments to accelerate growth.

ACADEMIC PROFILE

- Private Directors Association Board Governance Certification
- Northwestern Kellogg AI Applications for Growth Certificate
- Private Directors Association Cybersecurity for Board Governance Certificate
- University of Texas and AMA Marketing Certification
- University of Texas, Engineering and Technology Institute
- University of South Florida, Tampa, FL. M.A. Communications
- Truman State University, Kirksville, MO. B.A. Communications

BOD EXPERIENCE

Institute for the Study of Business Markets (ISBM). Advisory BOD member. 2019-present

University of Texas, McCombs School. Masters in Marketing Science, 2017-2019. Recruitment Committee.

Creative Action. Non-Profit-Marketing. 3 years. Member of Marketing and Fund-raising committees.

Boys and Girls Clubs of Central Texas. Non-Profit. 3 years. Marketing committee member. 2002-2005

Austin Marketing Executive Network. Chair, 2001-2023

Executive Women's Forum. Membership Co-chair, 2010-2022

CAREER HIGHLIGHTS

Co-founded and Expanded VisionEdge Marketing, Driving growth for 250+ B2B companies worldwide, from private startups to global multibillion-dollar corporations, and with different capital structures, including VC, PE, and NYSE.

IP: Developed a patented software tool to help management plan and measure performance.

Named 1 of ISBM's 5 Inaugural Practice Fellows as a key thought leader in the B2B marketing industry. ISBM is affiliated with the Smeal College of Business at Pennsylvania State University.

4 Books: Most recent: *Fast-Track Your Business: A Customer-Centric Approach to Accelerate Market Growth*, with the Circle of Traction® business framework. SABA Award Winner and Amazon Best Seller.

7 Awards: 200 CX Thought Leaders, Women You Should Know in Martech, Most Powerful Thought Leaders to Follow, Most Fascinating People in B2B Marketing Top Marketing Influencers to Follow, Women to Watch in Business. Top 50 Brand Ambassadors.

Sought After Speaker: Certified Vistage Speaker. Venues include national and regional executive conferences, webinars, videos, podcasts, and partner and company-specific programs.

Longitudinal Global, Executive Level Benchmark Study Marketing Organization Value and Performance Management Study. Published in the peer-reviewed Journal of Applied Marketing Analytics (JAMA)