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



The ROI of adding a Marketing-experienced board member is high. The Darden School of Management found that a company's annual revenue increased by 6.7% if the board included at least one marketer and that not having one put companies at a competitive disadvantage.

Laura Patterson can be that valuable addition to your BOD. She believes that customer-centricity is the Only Way to achieve sustainable, profitable growth. Laura's no newcomer to this winning practice. Her corporate career was all about customer-centricity. She was a customer relationship manager, customer marketing initiative lead, and customer loyalty architect.

It's one of the reasons in 1999, Laura took the leap and cofounded VisionEdge Marketing to help many more companies take a customer-centric approach to achieving their growth goals. For over two decades, she has helped 250+ companies of all sizes - do just that. Most of her customers have been in the B2B space in these industries: technology, cyber security, financial services, manufacturing software, and medical devices/bioscience. Laura has a proven track record of creating and implementing successful growth strategies built on the bedrock of optimized customer-centricity, operational excellence, and performance management. Laura is no stranger to entrepreneurship; having been part of a private, family-owned business since 1991.

Laura has practiced Marketing Governance for 25+ years for her customers: 1) guiding the creation of, and aligning vision, mission, strategy, and customer-centric plans, 2) overseeing competitive strategy execution benchmarking, 3) reviewing performance objectives and measures, 4) reviewing and evaluating proposed major marketing initiatives including investments in MartTech and the use of AI and ensuring all investments will meet both growth and ROI objectives, 5) measuring and continuously improving marketing performance and creating centers of excellence, and 6) evaluating M&A candidates.

She has been a trusted advisor to BOD members and CXOs, providing direction on how to tackle growth challenges with future-forward strategies. Since the mid-90s, Laura has served on multiple boards, including ISBM, the University of Texas, McCombs School, Masters in Marketing Science, Creative Action, and the Girls and Boys Clubs of Central Texas. She received the Private Directors Association's Certificate in Private Company Governance. The increasing cyber threats and the rapid adoption of AI technologies motivated her to earn the PDA Cybersecurity for Board Governance and the Northwestern Kellogg School of Management AI Applications for Growth certificates, equipping her with critical insights into two of today's most pressing business challenges.

Recognized as a thought leader, Laura has won 12 awards, is a sought-after and Vistage certified speaker, has numerous marketing certifications, and has written 4 books. Her most recent, SABA award-winning book is: *Fast-Track Your Business: A Customer-Centric Approach to Accelerate Market Growth*. As a triathlete, Laura knows how to win.

Email: LauraP@visionedgemarketing.com LinkedIn: laurapattersonvem