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## NEWS RELEASE

### **Laura Patterson Joins SLMA Radio as a Host**

Author Laura Patterson, President of VisionEdge Marketing,  
Hosts 'Ready-Set-Grow' Program for SLMA Radio on the Funnel Radio Channel

**May 30, 2018 - - Lynden, WA - -** SLMA Radio, the longest-running weekly internet radio/podcast program for at-work and mobile listeners on the Funnel Radio Channel, announced that Laura Patterson, president of VisionEdge Marketing, is joining [SLMA Radio](#) as a host with her program 'Ready-Set-Grow.'

[Funnel Media Group](#) publisher, James Obermayer, a long-running host on the SLMA program (8 years, 436 weekly episodes and 98,970 listener downloads), said "Laura Patterson is well-known for being a pioneer in the field of marketing measurement and performance management. Her breadth of experience in helping companies accelerate growth make her an ideal host for this newest SLMA program, 'Ready-Set-Grow.'" For the program, Laura brings C-level executives from across various industries to each segment to discuss how they have organically grown their companies. These "tell-all" programs will focus on revealing to listeners the tools and management techniques the guests have used to fuel their above-average growth.

"When we work with members of the C-Suite, we consistently hear that growth is among their top initiatives and that Marketing needs to step up its game to support this prime directive," added Laura. "Each of the guests on 'Ready-Set-Grow' will share insights into achieving growth, lessons learned along the way, and their expectations of Marketing in regard to the growth mandate."

#### **About Laura Patterson**

Laura is a recognized expert in proving and improving the value of marketing, and an authority in marketing performance management with global customer engagement expertise within the technology, financial services, life sciences, and manufacturing industries. She is a results-oriented executive with entrepreneurial experience and a passion for helping companies gain insights from data, develop metrics, and design processes to drive growth, create customer value, and improve business and marketing performance. Laura and VisionEdge Marketing are all about making Marketing an engine of growth for organizations. MarTechexec selected Laura as one of the top 50 women in marketing technology. Laura is also honored to be among the Top 20 Women in Business according to the Sales Lead Management Association. And Engagio identified Laura among the top marketing operations leaders to know. Laura

serves on the University of Texas McCombs School of Business Masters of Marketing Science Advisory Board.

### **About VisionEdge Marketing**

Founded in 1999, VisionEdge Marketing specializes in helping companies apply data, metrics and proven best-in-class practices to improve marketing effectiveness, deliver business impact, and enable better business decision making. Customers depend on the Vision Edge proven expertise, customized tools, advisory and professional development services to:

- Align Marketing with business outcomes and establish performance targets to support long-term and short-term strategies.
- Use data, analytics, and models to find, keep, and grow the value of customers.
- Bring rigorous and repeatable processes to customer, market, and product decisions.
- Create metrics and dashboards to measure and report on Marketing's contribution and calculate ROI.
- Transfer new skills and capabilities to become a customer-centric performance-driven marketing organization.

Learn more at <https://visionedgemarketing.com>.

### **About SLMA Talk Radio**

SLMA Radio has aired weekly since July of 2010 and is broadcast through the internet, live on a streaming channel, on Thursdays, at 10:30 AM PST UTC/GMT -8 hours. Listeners can also listen via podcasts on the [SLMA Radio website](#), [Funnel Radio Channel](#), iTunes, [Stitcher](#) and the [B2B Podcast Directory](#). Program replays are also available as podcasts from other high-quality podcast distribution services. SLMA Radio is broadcast on the Funnel Radio Channel, a business unit of the Funnel Media Group, LLC. Other hosts on the SLMA Program include Peter Gillett, CEO of ZUANT, and Darryl Prail, CMO of VanillaSoft.