

## LAURA PATTERSON

### Customer-centricity is the Only Way to Achieve Sustainable, Profitable Growth

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No newcomer to customer-centricity and its accelerators (performance management and operational excellence), Laura's passion for customer-centricity, as the definitive growth engine, started at Motorola in the '90s. During her corporate career, she's held the roles of director of customer marketing and brand strategy, customer relationship manager, customer marketing initiative lead, and customer loyalty architect.

Laura is an award-winning author. Her fourth book is *Fast-Track Your Business: A Customer-Centric Approach to Accelerate Growth*. She has won 12 thought leadership awards including Most Powerful Thought Leaders to Follow. Laura holds numerous marketing certifications and received a patent for her performance management software. She is also a peer-reviewed researcher and is a trusted advisor to CXOs and board members.

Growth is in her DNA. As president and co-founder of VisionEdge Marketing, Laura has helped grow 250+ companies worldwide and of all sizes. Most of her customers have been in the B2B space in these industries: technology, cyber security, financial services, manufacturing software, and medical devices/bioscience.

She continues to work directly with executive teams and board members. Real-world stories and both strategic and tactical best-practice solutions are behind every live and virtual presentation and workshop for executive-level teams and audiences. Laura guarantees growth insights that can be implemented quickly to achieve event ROI.

Conferences and businesses engage Laura for her extraordinary subject matter expertise, decades of growth success, and commitment to excellence. She delivers customer-centricity, performance management, and operational excellence:

- Keynotes and customized presentations that inspire, and provide innovative ideas and insights
- Workshops that enable your team to develop and acquire new knowledge and skills for practical application

Laura is a medal-winning triathlete and brings high energy to everything she does. She lives in Austin, TX where she is Mom to Riley, a toy Aussie. She is a superfan of hummingbirds and maintains a garden to attract them. She keeps her Zen with Yoga and reenergizes with a long run.

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