



Lori Beal



You can measure Lori's success in marketing by her passion for both the art and science of marketing. With over 20 years of experience in CRM and Engagement Marketing, Lori has worked on all sides of the business: agency, consulting and corporate. Lori's category experience includes financial services, telecom, hospitality, packaged goods, technology, automotive and retail. Her well rounded background enables her to align her clients marketing efforts with the new media landscape with a relentless focus on maximizing the Return on Marketing Investment.

Lori started her career in Chicago where she worked for DDB Worldwide. At DDB, she led the development of the direct marketing group, transforming it into a fully integrated direct marketing arm and growing revenue over five times revenue at hire. Clients served included JCPenney, State Farm, Betty Crocker, Discover Card, Busch Entertainment, Westin Hotels & Resorts, US Gypsum, Fisher-Rosemount, Qwest, ServiceMaster, Pep Boys and The Home Depot. During her eight years at DDB, Lori worked on a wide range of marketing challenges ---- including launching 3 credit cards, leading the development of a product website for a technology client that generated over \$250 million in revenue in its first year, and introducing a number of clients to the art and science of DRTV.

After DDB, Lori helped launch a direct marketing agency arm of RR Donnelley, with a focus on meeting the needs of financial services organizations. At Donnelley, Lori led the development of a proprietary consumer panel and an attitudinal segmentation scheme that was critical to the agency's success. Clients served included MBNA, Wells Fargo, HSBC, TIAA-CREF and New York Life to name a few.

After RR Donnelley, Lori joined forces with another senior direct marketing veteran and launched 1508, Inc., a marketing consultancy that brought the analytical rigor inherent in all direct response programs to all marketing disciplines. At 1508, Lori led the development of a marketing mix model that assessed both sales and brand metrics, and enabled 1508 to assist a wide array of fortune 1000 clients overcome their greatest marketing challenges.

Lori was recruited by Mullen in 2007, and subsequently left Chicago to live and work in North Carolina. At Mullen, she headed up the digital and direct group and served as an executive on the Frank About Women team, a group that focused on helping marketers connect with women. Clients served included Wachovia, LaQuinta Inns & Suites, Dickies and Embarq. In 2009, Lori began her consulting career specializing in CRM and Engagement Marketing. Lori excels at listening to your business needs, looking at your data, and bringing together a team to develop and deliver a program that will have a direct, positive impact on your bottom line.

When not helping clients fortify their relationships with their customers, Lori loves to spend time at the beach or on the golf course. Lori is married and the mother of two children and one active Labrador retriever.