
BARBARA LAVIGNA, M. B. A.

Principal Marketing Consultant

Barbara is an accomplished hands-on marketing executive who is capable of quickly and cost-effectively establishing complete marketing programs for any size company.

She is using her broad experience to help companies develop innovative marketing programs and plans for sustainable business growth. As principal consultant for Falcon Ledge, she provides both strategic and tactical marketing services for organizations of all sizes and industry focus. She can work independently on individual projects or collaborate with other consultants, managers or departments on larger, long-term engagements. Whether an individual contributor or interim marketing manager, director or VP, she will get the job done with equal quality, commitment and dedication.

Prior to her consulting business, Barbara led the marketing efforts for multiple technology companies from early stages through Initial Public Offering (IPO) or acquisition. Barbara has been a key member of significant venture funding initiatives surpassing \$30M; including market research and business plan and pitch development.

Barbara has the ability to quickly understand new content and methods of delivery and apply them to the business situation at hand. She has worked in a broad range of industries from high performance computing to professional leadership coaching and marketing services to mobile communications. Her expertise includes:

- Leading strategic marketing efforts
- Utilizing new media for maximum market exposure
- Branding & messaging
- Web site development
- Lead generation
- Customer reference programs
- Advertising
- Copywriting
- Collateral development for online and print uses
- Business plan development
- Public relations management
- Virtual and traditional event management
- Telesales programs
- CRM system implementation

Barbara earned her B.S. in Marketing from Babson College and her M.B.A. from Babson Graduate School of Business.