

Lori became a consultant in 2010 to leverage her communications, marketing and public engagement expertise to help clients build powerful brands and position themselves as experts in their industries to attract more business.

As a solo practitioner, Lori worked with a number of long-term clients, providing strategic planning, communications and public relations services, striving to bring strategy to life as a problem solver and relationship builder, one company at a time. Her work has garnered national exposure for clients, including a number one position on Google, feature articles and expert commentary in major news outlets. Lori has spoken at regional and national conferences and has been cited on media outlets from Fortune to the New Zealand Herald.

From 2003-2010, Lori worked as the marketing director for a 400-person engineering, architecture, and planning firm. While there, Lori led the organization's marketing and communications strategy as the firm grew from a single location to a multi-state, multiple-disciplinary enterprise. During her tenure, she led a company-wide rebranding effort; conceived and organized dozens of educational workshops drawing 50-150 attendees each; and published articles on complex concepts, resulting in global inquiries, national webinars and media mentions.

A voracious reader and continuous learner, Lori strives to build her skills and stay at the forefront of communication, marketing and leadership practices.

### Education

Lori holds a BA degree in English from the University of Michigan and has taken dozens of additional skills-based courses in business and marketing.

### Experience

Lori has worked on a number of strategic planning engagements, with the most recent example being the University of Michigan's College of Literature, Science and the Arts 2019-2020 Strategic Planning project – a remarkable project not least for the depth, breadth, and rapidity of the stakeholder engagement involved (in less than one academic year, Bridgeport engaged over 800 stakeholders). Lori has facilitated focus groups and strategic planning sessions with clients ranging from the Washtenaw Housing Alliance to the Ginsberg Center at the University of Michigan, and she serves an ongoing role as one of Bridgeport's third-party facilitators with the Great Lakes Water Authority (GLWA).