

LAURA RIBAS

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Laura Ribas is a Senior Consulting Associate with The Hartman Group, Inc., a technology-based consulting firm specializing in business assessment, the optimization of manufacturing and business processes, and program management. With an MBA in Marketing and Finance, coupled with corporate and agency marketing expertise, Laura brings THG clients a unique combination of high-level marketing strategy and hands-on tactical implementation using “best-in-class,” proven methodologies.

Laura concentrates on working with clients to develop and implement cutting-edge marketing plans to drive long-term, sustainable revenue growth. Through in-depth market and voice of customer research, Laura gains substantial knowledge on market dynamics and the competitive landscape as well as a profound understanding of customer-driven needs. She then uses this information to identify/develop new market opportunities and improve existing marketplace presence.

Laura has significant experience covering the broad spectrum of marketing disciplines from deriving product portfolios to developing corporate branding and differentiation-based positioning to designing integrated communications strategies and sales lead generation programs. Laura will work with you to develop winning channel strategies, optimize your marketing mix, generate new revenue streams, and develop customer retention programs using breakthrough industry best practices.

Before coming to The Hartman Group, Laura was the Vice President of Marketing at EqualFooting, a DC-based technology startup, where she managed a team of 30 individuals responsible for all aspects of customer acquisition and retention. Utilizing a proven test-and-refine methodology for results-based decision-making, she was able to reallocate the marketing budget to high performing campaigns/channels and optimize the overall media mix. Laura also championed strategy and differentiation efforts for the flagship brand and technology-based offshoots—including new product sales support and related marketing collateral for product launch efforts.

Over the past twenty years, Laura has developed her portfolio of expertise in positions ranging from internal strategy consulting to direct marketing management at American Express, Draft Worldwide, Xerox Corporation, and Eastman Kodak Company.

Laura earned her MBA from the University of Rochester’s William E. Simon Graduate School of Business Administration and holds a BA in English from Syracuse University. Presently, Laura holds a position on the Board of Agape Counseling Associates and is a member of the Advisory Board for Three Brothers Wineries & Estates.
