

Katrice Svanda

Director of Business Development at Digital Impact Agency

Houston, Texas Area, TX, US

HubSpot Certified Inbound Marketing Professional | Technology Marketing Enthusiast

Biography

Katrice Svanda is a Director of Business Development for Digital Impact Agency, a Houston-based interactive digital media and inbound marketing agency. Her background includes over 13 years of experience in the technology industry from marketing emerging technologies to participating in several technology spin-offs. Katrice has created successful marketing campaigns for business-to-business, business-to-consumer, and business-to-government. Her vast experience with Lynntech, Inc. has given her a completely unique perspective into the technology industry. Coming from a technology company herself, she has experienced technology commercialization, technology transfer and product development, and understands the challenges in marketing to investors and transitioning from the lab to marketplace. Specialties: ? Interactive & Digital Marketing ? Marketing Trends & Emerging Technologies ? Web Presence Optimization ? Brand Awareness & Digital Engagement ? Inbound Marketing & Lead Generation (HubSpot Certified) ? Social Media & Community Engagement ? Project/Program Management ? Market & Competitive Research

Availability

Keynote, Workshop, Corporate Training

Industry Expertise

Media - Online, Market Research, Advertising/Marketing

Areas of Expertise

Strategic Partnerships, Technology Marketing, Entrepreneurship

Education

Sam Houston State University

Criminal Justice and Digital Forensics

Blinn College

Business and Marketing

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