

## **Laurie Gavitt-Smith bio**

Laurie Gavitt-Smith has over 20 years of experience in brand strategy and identity, advertising, and marketing communications. Working for The NASDAQ Stock Market for the majority of her career, she is a disciplined marketer who believes creative should be derived from analytics and strategic planning. Using traditional and new marketing methods, Laurie has constructed and implemented integrated marketing and PR plans at the corporate and product levels.

Working her way up the NASDAQ ladder through escalating responsibilities, Laurie was most recently the Vice President of Global Marketing, leading a team that spanned continents to support NASDAQ's growing and diverse business. Crafting crisis communications for 9/11, the financial crisis, and Hurricane Sandy, Laurie fully understands communicating across regulators, markets and the industry. Working closely with c-suite and board members from S&P 500 brands as well as pre-IPO companies, Laurie has been exposed to the marketing practices of every industry. As the CMO for QQQ, one of the most actively traded ETFs, she directed award-winning TV, print, digital, social media, sports sponsorships, and out-of-home campaigns. She has done extensive research with financial advisors supporting both independent and wirehouse wealth management professionals. By launching a countless number of new technology and business solution products, she became an efficient project manager tapped by executive management to lead cross-functional, company-critical initiatives.

Laurie holds a B.A. in American Studies from Penn State University and a M.A. in English and Business Writing from George Mason University. An active volunteer with Junior Achievement, Laurie teaches money management and financial literacy to middle school students. On the flip side of her business face, Laurie is an avid European traveler, history buff, art admirer, chocolate connoisseur and sports fan. She spends her free time cheering on her two sons who play many sports. She lives by her favorite motto - Nothing ventured, nothing gained.