

Laura Busche

Digital Marketing Consultant: Apps.co at Ozone Labs

Colombia, Atlántico, CO

CMO at Ozone Group

Biography

Business professional with a passion for design. International speaker, researcher, consultant and writer. American University alum, with Summa Cum Laude honors in Business Administration. Interned at National Geographic and worked in Groupon. Ozone Labs cofounder in 2008 and CMO in 2013. Colciencias scholar, awarded a 4-year grant to complete PhD studies in consumer behavior. World Economic Forum Global Shaper. Author of O'Reilly's upcoming Lean Branding book (www.leanbranding.com). More at www.laurabusche.com Specialties: Digital Marketing, Branding & Identity, Consumer Research

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Direct Marketing, Design, Business Services

Areas of Expertise

Branding, Marketing, Consumer Behavior

Affiliations

American University, SCAD, Ozone Group, O'Reilly Media, World Economic Forum

Sample Talks

Lean Branding

Lean Branding is about building chameleon brands. There's no use in standing still in the marketplace when consumers' ideas of who they are/want/need are changing all over the place. Brands today are much better off listening to these changes and learning from them. Evolving. Iterating continuously in endless cycles of building, measuring and learning.

Education

American University

Bachelor of Science (Summa Cum Laude) Business Administration: International Marketing

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