

**Emily Demarco, Vice President, Creative Strategy and Innovation**



As the force who brings Lead Your Way Solutions' vision and strategy to life, Emily is responsible for developing and overseeing all initiatives that serve clients and grow the business. Her strategic thinking, sharp eye for detail, and guiding hand can be found in every facet of the company's work. She oversees integrated marketing strategies, content creation, and brand management, as well as continually shaping and refining the diverse portfolio of services we deliver to clients.

Throughout her 25+-year career as an accomplished marketing and communications professional, Emily has created high-impact messages, campaigns, and events that have consistently achieved organizational goals. She has been characterized as a strong leader, known for tenacity and a positive "can-do" attitude, who routinely initiates and manages innovative programs that deliver results.

Prior to joining Lead Your Way Solutions, Emily served in several senior global marketing positions at Walden University, the flagship online university of Laureate Education. Laureate is the largest international network of degree-granting higher education institutions. She also led brand marketing for Schell Brothers, a premier new home builder in Coastal Delaware.

Emily has a B.A. in Communications from Goucher College.

