



MARKETING | MANAGEMENT | CONSULTING

Valerie Hausladen – Edge Communication Group, Austin Texas

Founder of Edge Communication Group, a leading marketing and management consulting firm, Valerie Hausladen has over 20 years experience of making companies and management teams successful.

With proven results in key positions of top-tier organizations such as former President of Tocquigny Advertising, and Director of Marketing for Dell and StorageTek, Valerie now extends her extensive corporate talents to developing leadership skills for executives.

In addition to her executive roles, Valerie's experience includes working with companies such as Microsoft, McCann Erickson, Seagate, AMD, Caterpillar, Dialog Group, Symbol Technologies, Hoovers and MosterWynne.

As an accomplished executive, marketing professional and management advisor, Valerie has helped company executives develop and implement organizational and communication strategies to support dramatic growth, change, and globalization. Her business orientation and problem-solving skills frequently lead to requests for her advice and consultation on a wide range of business issues.

Valerie is also a recognized marketing strategist. *B-to-B Magazine* named her in the "Top 3 Marketing-Best Practice Awards" of the year for the integrated marketing plan that she developed for Dell, Inc. She also recently traveled as a consultant to India with McCann Erickson and Microsoft to recommend a comprehensive business and communication strategy for Microsoft in India.

Valerie is a graduate from Stanford University and serves on the Board of Directors and is a passionate member of the Miracle Foundation, a non-profit organization that supports orphans in India. She also serves on the marketing committee for the People's Community Clinic, which provides healthcare to the uninsured; and she has served on the Board of Directors for the American Red Cross. She is currently writing a book to help professionals find and use their gifts in their career.