

As Vice President of Client Success at Engagement Labs, Maggie is dedicated to providing solutions for clients to better understand how social influence is impacting their businesses.

Having studied marketing and advertising performance for the last 15 years, she is a strong believer that uncovering the patterns and triggers of consumer conversation is imperative to driving a brand's success. As a former client of the company, she has brought a valuable perspective to the development of TotalSocial measurement and analytics tools, which provides brands with a 360-degree view of how audiences are talking about their brand, both online and offline.

Prior to joining Engagement Labs, Maggie held a variety of senior-level consumer insights positions at both media agencies and media owners including Universal McCann and NBCUniversal, always with a focus on translating data and analytics into ideas and actions.

Maggie holds a Bachelor of Arts in Communications from Penn State University.