

Gina has more than 25 years experience working for companies such as Tivoli (IBM), Motorola, Acuson (Siemens) in various senior leadership roles in marketing, sales and operations. As Chief Executive Officer and Co-Founder of Union+Webster, Gina is helping Fortune 500 clients develop successful marketing strategies focused on innovative customer experiences and dynamic storytelling.

In recent years, Gina has conducted over 200 socially driven, integrated marketing campaigns including dozens of quantitative and qualitative research studies focusing on consumer and B2B audiences. Her strength is simplifying complex findings and developing a plan to achieve business objectives.

In her spare time, Gina enjoys being a mother to her two and a half-year old daughter, taking hip hop classes, baking, traveling, and cooking with her husband