

LORI M. KLEIN

President, Grants and Marketing

"Superpower: Creating positive, infectious energy through authenticity, resulting in loyalty and revenue."



SKILLS



EDUCATION

M.A. Clinical Psychology, The New School, NY

PROFESSIONAL DEVELOPMENT

- Stevie Gold Award for Business Impact, 2023
- American Marketing Association (AMA)
- Professional Certified Marketer (PCM)
- Professional Certified Digital Marketer (PCDM)
- Certified Grant Writer (underway)

SELECT EXPERIENCE

Enterprise Sales and Partnership Development

Ms. Klein developed relationships to win contracts with Corporate C-Suite enterprises, winning awards to provide local digital marketing solutions at the corporate and individual location levels for RTP-based AI- and people-powered marketing services company

Netsertive, Raleigh, NC (remote) 2023
(private)

Senior Director of Sales and Marketing

Ms. Klein developed and managed data-driven sales and marketing strategies and execution for private equity-backed national medical imaging practice with four Triangle locations

Cardinal Points Imaging/Raleigh
Radiology, Raleigh, NC 2021
(private)

Assoc. VP of Communications for North Carolina

Ms. Klein launched and developed North Carolina division of full-service marketing, public relations, and communications firm specializing in public sector transportation projects

QUEST Corporation, Tampa, FL 2019
(private)

Marketing Manager

Ms. Klein's role focused on developing strategic partnerships and turning around underperforming business locations nationwide

CycleBar/Flywheel Sports, Raleigh,
NC (nationwide) 2017
(private)

Strategic, analytical and tactical expertise in all areas of marketing, business development, consultative sales, management, communications, field team support, and operations. Demonstrated success launching, branding, and growing companies to position of market leadership through a combination of high touch and hi-tech marketing, community engagement, collaborative partnerships and events.