



Monica Warner Dimpfl
Executive Director, Strategic Marketing

Monica is the Executive Director, Strategic Marketing at *The Leader's Edge/Leaders By Design* and has been with the firm for more than fifteen years. Monica leads the company's strategic marketing efforts including the implementation of integrated marketing campaigns through social media, email, web, and other communication outlets. She is also responsible for sales strategy and developing innovative approaches to promoting the company's message of leadership excellence.

Monica possesses strong writing skills creating content for the company's newsletter, LinkedIn PULSE articles, website copy and marketing materials. She is digitally-savvy managing the firm's social media presence and also engages in public relations activities.

Additionally, Monica handles the development, launch and maintenance of all coaching and consulting programs offered by *The Leader's Edge/Leaders By Design*. She employs strong project management skills to effectively cultivate and maintain long-term relationships with key clients. Prior to her current position, she served the company in various marketing roles throughout her tenure.

Before joining *The Leader's Edge/Leaders By Design*, Monica served as Marketing Coordinator for The Marketing Edge, in Havertown, Pennsylvania. The Marketing Edge is an integrated marketing company that provides a full range of marketing and communications services.

Monica holds a Masters Degree in Strategic Communications from Villanova University and a Bachelor of Arts in both Communication and Business also from Villanova, where she graduated Magna Cum Laude.

Monica is a current member of the American Marketing Association and the Phi Kappa Phi Honor Society. She is a member of the Peoria Area Chamber of Commerce and a graduate of the Chamber's *Community Leadership School*. Monica has volunteered with the OSF St. Francis Medical Center and the Alzheimer's Association of Central Illinois.