



MAKING B!G MOVES

Marketing Workshop

APRIL 09, 2025
8:45 AM - 5:00 PM
METAIRIE COUNTRY CLUB

PRESENTING
2025 SPEAKERS



CMO PANELISTS

**MODERATOR****RACHEL LEDET**

Founder & Director of Strategic Marketing, 30|90 Marketing

Rachel is a Marketing Strategist and Business Developer with a specialization in Strategic Planning, Brand Management, Business Development, and technical writing. Her 16+ year career includes marketing and business development experience in professional services, product management, retail, technical services, small businesses, and nonprofits. She has led the founding and development of several nonprofits and has served on board and volunteer positions in event management, branding, logistics and operations. Rachel is a graduate of the Goldman Sachs 10k small businesses program. Rachel is a big picture thinker with a hands-on, pragmatic approach to growing businesses and reaching clients! Rachel is very involved in the economic development community in the Greater New Orleans region and is passionate about community development, entrepreneurship and small business opportunity. She is a photographer, a writer, a dance teacher, and a lover of all things New Orleans. She enjoys traveling, boating, parading and festival-ing with her husband and 4 kids. Rachel is also a blog contributor on New Orleans Mom.

**PANELIST****KATIE GUASCO**

Chief Marketing Officer, Visit the Northshore

Katie Guasco, a Louisiana native, serves as the Chief Marketing Officer of Visit The Northshore, the destination marketing organization for St. Tammany Parish. With 19 years of experience in destination marketing, she began her career at Visit Baton Rouge and progressed through leadership roles before becoming Vice President of Advertising at Hoffman Media, where she set the company's highest sales records. An award-winning marketing professional and a Certified Destination Management Executive (CDME), Katie is known for her expertise in branding, strategic planning, and partnerships. She holds a Bachelor of Science in Marketing and a Master of Public Administration from LSU and enjoys family time with her husband Robert and children, Grace and Max.

**PANELIST****LESLIE MONSON**

Executive Director, Tulane University's Freeman School of Business

Leslie Monson is the Executive Director of Tulane University's Freeman School of Business. She's held this role with Tulane since 2023. Leslie provides strategic insight for the school's marketing and communications efforts and leads agency partners across all channels with a focus on higher education lead generation. Previously, she was the Executive Vice President and Chief Marketing Officer for Ballard Brands, where she led all efforts for a portfolio of brands, including PJ's Coffee of New Orleans (200+ units), WOW American Eats (50+ units), the wholesale brand New Orleans Roast Coffee. Leslie is a graduate of Loyola University New Orleans and stays active in community initiatives having served on various regional boards and committees including First Line School's Edible School Yard, Boys Town of Louisiana, Friends of City Park, Loyola University Business School Mentor Program, New Orleans Chamber of Commerce, American Heart Association's Heart Walk, Louisiana's Youth Service Bureau and Make-A-Wish - Texas and Louisiana. Leslie is a graduate of the Bryan Bell Metropolitan Leadership Forum and the St. Tammany Leadership Class of 2020-2021. She resides in Mandeville, LA, with her husband and two children.

**PANELIST****STEPHANIE VERDIN**

Vice President & Chief Marketing Officer, National World War II Museum

After nearly a decade working in higher education marketing and communications, Stephanie Verdin joined The National WWII Museum team in 2017 as Senior Communications Assistant to the President & CEO, coordinating internal and external communications for the executive office and managing special projects. In 2019, she was promoted to Senior Director of Planning & Communications to facilitate the Museum's strategic planning process—helping teams define the long-term priorities for the institution's programs, operations, finances, and organizational effectiveness. Since February 2021, she has served as the Museum's Vice President and Chief Marketing Officer, leading marketing and communications efforts for all Museum initiatives with a focus on maximizing visitation to the city's #1 attraction and building the Museum's brand as the most accessible source for trusted knowledge on the American experience in World War II. The granddaughter of two WWII Navy veterans and a native of Raceland, La., Verdin earned a Bachelor of Arts in mass communication from Nicholls State University and a Master of Arts in journalism from the University of Missouri. She worked in marketing and communications at both of her alma maters, and led the Nicholls Marketing and Communications Office as Director from 2014 to 2017.



EXPLORING THE PIECES

ROUNDTABLES



ROUNDTABLE SPEAKER

BRIDGETTE HOCKE

Proposal Specialist, T. Baker Smith

Bridgette is a Proposal Specialist at T. Baker Smith, where she has contributed her expertise in proposal development for over two years. She holds a bachelor's degree in Art History with a minor in History from Stephen F. Austin State University and is pursuing her MBA in Marketing at Louisiana State University Shreveport. A dedicated member of the Society for Marketing Professional Services (SMPS)—Southeast Louisiana Chapter, Bridgette is passionate about crafting compelling narratives that connect with audiences on a deeper level.

Born and raised in New Orleans, Bridgette graduated from Fisher High School in Lafitte, having begun her education at Immaculata High School. Now raising her two daughters, Brynna and Brooke, locally, she is committed to both her professional growth and her family. Bridgette focuses on creating engaging, impactful proposals that effectively convey technical content in a meaningful way.



ROUNDTABLE SPEAKER

CAROLINE MORGAN

Vice President of Marketing & Strategy, AOS Interior Environments

Caroline Morgan is an accomplished marketing leader with a passion for building brands, fostering strategic partnerships, and driving meaningful engagement. At AOS, she oversees marketing, communications, and strategic planning across all four of the company's divisions. Since joining AOS in 2014, she has expanded the marketing department, championed professional development initiatives, and strengthened both the company's internal culture and community outreach.

Caroline's expertise spans marketing communications, branding, public relations, social media strategy, and event management. She has led impactful campaigns that elevate brand awareness and client engagement, positioning AOS as an industry leader. Beyond her marketing role, she is deeply involved in the New Orleans community, spearheading partnerships with organizations such as the Young Leadership Council, The Idea Village, French Quarter Festivals, Inc., AIA New Orleans, and the Contemporary Arts Center. A dedicated leader in the industry, Caroline is a member of the MillerKnoll Next Gen Leadership 2025 Class and serves on the MillerKnoll DPAC Talent Committee. She is also the co-chair of the 2025 NOLA Funk Fest, where she is implementing a strategic growth plan to expand the festival's reach and impact.

Caroline holds a Master of Business Administration and a bachelor's degree in communications from the University of Kentucky. She is passionate about cultivating authentic connections, leveraging creativity to solve business challenges, and empowering brands to tell compelling stories.



ROUNDTABLE SPEAKER

JOEL ROSS

Director of Strategic Partnerships, Woodward Design+Build

Joel Ross is the Director of Strategic Partnerships at Woodward Design+Build. He develops new projects and clients, creates partnerships, and fosters strategic service lines across construction, development, architecture, and engineering. Joel, a Tulane School of Architecture graduate, is a licensed architect with experience in real estate development and urban planning. He has contributed to over 75 projects, including Fives Oyster Bar, Jackson Barracks, Loyola University and Tulane University housing developments, as well as Prospect New Orleans.

Beyond his work at Woodward, Joel is actively involved in the community. He serves on the board of the New Orleans Public Library and the NAIOP Gulf Coast chapter. He co-founded the New Orleans Young Urban Rebuilding Professionals after hurricane Katrina and the Creative Alliance of New Orleans. Joel is also actively involved with the Urban Land Institute and the American Institute of Architects.



EXPLORING THE PIECES

ROUNDTABLES



ROUNDTABLE SPEAKER

JENNIFER SCHECTER

Director of Business Development, SCAPE

Jennifer Schecter is Director of Business Development at SCAPE. She is a storyteller and relationship builder, applying her experience across the nonprofit, government, and private sectors to strategically match clients' needs with SCAPE's talent. She is also a freelance writer and has been published in Biz New Orleans, among others. She is passionate about resilient spaces that enable positive change in communities.

Jennifer has been the recipient of several honors and awards, including Industry Influencer of the Year from SMPS Southeastern Louisiana in 2022; four Excellence in Journalism Awards from the Press Club of New Orleans; and was named New Orleans' Finest by the Cystic Fibrosis Foundation in 2015. Jennifer conducted her graduate studies in African-American Studies and Oral History at Columbia University and holds a Bachelor of Arts in Literature and Creative Writing from Ball State University, where she graduated from the Honors College summa cum laude.



ROUNDTABLE SPEAKER

KATIE WEBB

Senior Marketing Specialist, Digital Engineering

Katie Webb has over 13+ years of cross-functional experience in the A/E/C industry ranging from marketing to proposals to preconstruction/estimating. Katie's passion for the industry started at the young age of 7, sketching residential floor plans by hand with construction paper and crayons, before she really knew what "N.T.S." meant. Fast forward to today, her curiosity and passion eventually brought her to her current role as the Senior Marketing Specialist at Digital Engineering and on the chapter's current board of directors as the Secretary. Katie recognizes the value of continuous education and lifelong learning, and she wants to empower other A/E/C professionals with that belief.



COMPLETING THE PUZZLE

KEYNOTE & MC



KEYNOTE SPEAKER

JULIE HUVAL, FSMPS, CPSM

Owner, Marketing Operations Advisor

Julie Huval, FSMPS, CPSM is the owner of Marketing Operations Advisor and helps companies improve the business of marketing. Based in Dallas, Julie has been in the AEC industry for 20 years and has grown various marketing departments and companies throughout her career. She is a sought-after industry author and public speaker on marketing, technology, and business leadership.



MASTER OF CEREMONIES

M. MARC EHRHARDT

President, The Ehrhardt Group

Through his public relations career spanning more than 25 years, Marc Ehrhardt has developed and implemented award-winning public affairs, corporate image, national media relations, issues management and crisis management programs in the economic development, retail, entertainment, energy, financial and manufacturing industries.

As president of The Ehrhardt Group, Marc guides the firm's strategic direction and new business development efforts, while also providing high-level counsel to clients throughout the Gulf South and nationwide. Specifically, Marc has placed stories on behalf of his clients on NBC, ABC, CBS, CNN, MSNBC, CNN Headline News and in The Wall Street Journal, Associated Press, Dow Jones News Service, The New York Times, The Los Angeles Times, Chicago Tribune, Chicago Sun-Times, and The New Orleans Times-Picayune.

Marc is active in the Louisiana chapter of the Entrepreneurs Organization and is an alumnus of the Goldman Sachs 10,000 Small Businesses Program and Louisiana Economic Development's CEO Roundtable. He has served on the board of the Press Club of New Orleans, Ursuline Academy and the Young Leadership Council in New Orleans, where he led the inaugural "One Book, One New Orleans" citywide reading and literacy awareness initiative.

Marc earned his Bachelor of Arts degree in Political Science from Loyola University Chicago and joined the family business after a stint at Edelman Public Relations Worldwide in Chicago.