

Marc Blumer

*customer journey architect, **mdg***

Marc Blumer, from a young age, accompanied his father, VP at Leo Burnett Media, into the Chicago HQ where Marc was able to experience the creative department first hand. Today, with an M.S. in direct and digital marketing from Mercy College and more than 25 years in B2B marketing leadership roles on both the agency and client sides, Marc sits at the critical intersection of data and content. At **mdg**, Marc teams with our account strategists to orchestrate and integrate the efforts of the digital, web and data teams into marketing programs fully aligned with the customer journey – especially those within complex industries. Included within Marc's previous client engagements are lead attendee strategist roles for CONEXPO-CON/AGG and PACK EXPO, lead marketing automation strategist for Dow Corning as well as serving on outside agency's strategic leadership team in building the three-year marketing strategic roadmap for Indorama Ventures in late 2017.