



Lori Marcus
Executive Coach

Role: Advisors & Coaches

Last Updated: October 26, 2023

BACKGROUND AND EXPERIENCE

Lori Marcus is an Executive Advisor and the Directorship Prep Practice Leader with Crenshaw Associates. With more than 30 years of broad-based marketing and general management experience, she uses her business acumen to help her clients address the complex situations they face. She most recently worked with the Kraft Precision Medicine Accelerator's Direct-to-Patient Initiative at Harvard Business School, where she was charged with bringing best in class direct-to-consumer practices to the direct-to-patient arena.

Prior to working with HBS, Lori served as Interim Global Chief Marketing Officer for Peloton Interactive in NYC. Before that, she was EVP, Chief Global Brand and Product Officer, at Keurig Green Mountain. Previously, she was the SVP, Chief Marketing Officer of The Children's Place Retail Stores, after spending 24 years with PepsiCo in marketing & general management positions of increasing responsibility.

Lori serves on the Board of Directors of Primo Water (NYSE & TSX: PRMW), Fresh Del Monte Produce (NYSE: FDP) and 24 Hour Fitness, and previously Golub Corporation (d.b.a. Price Chopper Supermarkets), Phunware, Inc. (NASDAQ: PHUN), DNA Diagnostics Center (DDC) and Talalay Global. She also serves on the advisory board of several startups. She is member of the Board of Directors of the Multiple Myeloma Research Foundation (MMRF) and a member of the Board of SHARE, a nonprofit that supports, educates, and empowers women affected by women's cancers.

Lori is also a featured keynote speaker and co-author of the book "You Should Smile More; How to Dismantle Gender Bias in the Workplace."

INDUSTRY/BUSINESS SEGMENT EXPERTISE

Consumer Packaged Goods, Food & Beverage, Health & Fitness, Retail, Consumer Tech, Direct-to-Consumer, e-Commerce

FUNCTIONAL EXPERTISE

Marketing, General Management, Product Management

COMPANIES WORKED FOR

Peloton Interactive, Keurig Green Mountain, The Children's Place, PepsiCo

EDUCATION

BS Economics, Marketing Major, The Wharton School of Business at the University of Pennsylvania

CERTIFICATIONS

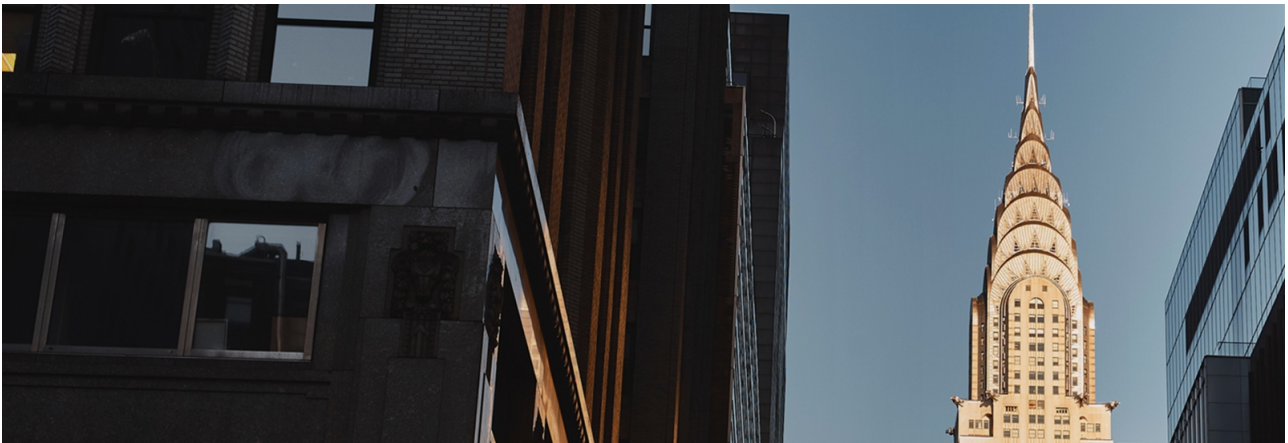
ICF ACC credential. Neuro Leadership Institute's Brain Based Coaching Conversations & Brain Based Coaching Engagements. Center for Creative Leadership's Creative Leadership Course, Leadership & The Corporate Athlete Program, HBS Marketing Strategy Program

SAMPLE CLIENT LIST

American Express, Colgate Palmolive, Mondelez, Newell Rubbermaid, Quest Diagnostics, AON

FUN FACT

Recently completed 1900th Peloton early morning (spin) ride.



ABOUT CRENSHAW ASSOCIATES

40 + years of helping companies and executives thrive.
Delivering today, developing for tomorrow.

We specialize in understanding top talent – exclusively – and in promoting their success.
We support clients who are transitioning, OnBoarding, being groomed for new responsibility, building their team cultures, or aspiring to become corporate directors.