SPEAKER BIOS

Elisabeth Au-Yeung

Growth Advisor, Catalyst Group

Elisabeth Au-Yeung is a seasoned marketing professional with over fifteen years of experience leading US and Global marketing organizations for Professional Services and technology firms, ranging from start-ups, to middle market, to global organizations.

She is a polished and articulate marketing strategist experienced in advising and collaborating with executive leadership teams on the design and execution of Marketing and Client Pursuit efforts that support firm revenue growth goals. Throughout her career, Elisabeth has worked directly with leadership teams as a strategic advisor on the proactive pursuit of new/emerging markets, growing industries and high profit margin services. Her expertise includes building and executing internal change management/new processes and operational models, required to successfully launch and drive the revenue growth of emerging markets/industry practices. She is skilled in the development and delivery of focused Go-to-Market plans including current vs. future state firm models and growth goals, market analysis, competitive market research, client assessments and cross selling opportunities.

Prior to joining Catalyst, Elisabeth led marketing and growth efforts within regional, national and international organizations including Sensiba San Filippo, KPMG LLP, Deloitte Consulting, Oracle, and PeopleSoft.

Elisabeth is a graduate of Emory University.

TOPICS

Growth & Management

- M&A – Selling the Deal: Branding for Strategic Acquisition
- Organizational Growth - Building for Growth: Structure, Process and Accountability in a Dynamic Organization
- Organizational Growth – Managing Growth: What Every Managing Partner Needs to Know
- Organizational Growth – The Art and Science of Planned Practice Growth
- Organizational Growth – People, Process and Building a Practice Incubator

Marketing

- The King of Content: Developing and Implementing Your Content Strategy
- Strategic Budgeting: Maximizing your Marketing Spends
- Help me Help You: Developing and Supporting the Practicing Salesperson

"Catalyst Group and Elisabeth assessed our existing structure and developed a plan for change management. As a result, we now have a plan to change the Marketing and Business Development structure and process so that it can effectively support the firm's growth."

Tommy Sisson
Chief Growth Officer
Warren Averett