

## Access to Experts

### Laura Scheflow

Laura Scheflow consults with professional services and high technology firms on issues related to marketing, business development, and communications strategy. Since 1999, she has served as program director for a number of Conference Board conferences, including the annual marketing conference. Her firm, [www.front-center.com](http://www.front-center.com), is located in the San Francisco Bay area. She holds a degree in history and the history of art from the University of Virginia.

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## Publications by Laura Scheflow

Research Report

- [Managing Customer Data for Strategic Advantage](#)  
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