

## Access to Experts

### **Laura Schefflow**

Laura Schefflow 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.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

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## Publications by Laura Scheflow

Research Report

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