

## Laura van Galen, *Founder & CEO* *Bleu Marketing Solutions, Inc.*



Laura van Galen, founder and Chairman of Bleu Marketing Solutions, Inc. and Bleu Properties, Inc., is a most authoritative direct marketer that understands the woven fabrics of customer acquisition and customer retention marketing. With over twenty-three years in this field, she is also considered an expert in the technology and financial arena, specifically as it relates to customer data marketing. In the last decade, she has been invited to speak to audiences at MacWorld, Northern California Direct Marketing Association, Women in Leadership at Santa Clara University, San Francisco State University MBA Marketing Department, San Jose University Professional Development, and more. She was a winner in the National Association of Women Business Owners Rising Star Award 2008 and a finalist in 2006

In 1986, Laura received her first taste of marketing direct to consumers in the retail channel in The United Arab Emirates. With tight constraints on how to market to consumers in this foreign marketplace, Laura was tasked with the challenges of culture and media controls. How to market direct to consumers and build brand in a marketplace where no mail or solicitations can be sent without government approval, made Laura's creativity rise. She orchestrated a type of Avon-Calling program that became an exemplary venue for selling product direct to housebound females in a closed society. The local newspaper recognized her efforts as cutting edge.

In 1994, after her return to the United States, Laura joined Broderbund Software's marketing services group with one main goal in mind; to learn all that she had missed while out of the country...computers and the internet, which had quintessentially changed the lives of millions of Americans. Laura gained an invaluable knowledge of the home computer software marketplace. There was much to learn about building databases, cataloging, crafting rebate and sweepstake programs as well as data mining in-house as well as third party customer databases. Her claim to fame was the 1997 Spring Catalog.

After four years heading up a list management division of a leading list management firm and a year of heading a solid team at a leading online list brokerage firm, in 2001, Laura founded Bleu Marketing Solutions, Inc., a for-profit agency focused on supporting large businesses to acquire new customers through offline and online list marketing. The company has shown monthly profitability since its inception.

“tenacity, industry  
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As one of the country's prominent female direct marketing executives, Laura has been recognized by numerous business and professional organizations. Omaha Steaks has recognized Laura as an “ambassador” who “has not only ferreted some of our most successful programs, she's really taken the time to learn our business and function as an extension of our desks. Her tenacity, industry knowledge and direct marketing acumen have earned her a role as a critical member of the Omaha Steaks new business team.”

As the mother of an extended family of five children, Laura also spends time mentoring young people and those of other countries through an extended internship program. She is committed to excellence.



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