

CATAPULT'S STACEY RUBIN NAMED "WOMAN OF EXCELLENCE" BY PATH TO PURCHASE INSTITUTE

WESTPORT, CT – Sept. 26, 2017 – Stacey Rubin, SVP Account & Strategy at Catapult Marketing, has been honored as one of the Path to Purchase Institute's 2017 Women of Excellence, with a Leadership Award. The awards recognize female brand marketers, retailers, and agency executives who exemplify success in shopper marketing across four categories: Collaboration, Innovation, Leadership and Rising Star.

"The recognition is tremendously well-deserved," said Paul Kramer, CEO at Catapult Marketing. "Stacey is a key member of our team and her expertise in the space is fueling results and helping drive our clients' business."

The Women of Excellence honorees were announced during a reception Tuesday, September 26th as part of the Path to Purchase Expo at the Donald E. Stephens Convention Center in Rosemont (Chicago), IL.

With over 30 years of diverse brand and retailer experience, Stacey provides a unique combination of account, strategy and new business leadership for Catapult. A key contributor to the growth of the Catapult Chicago office, Stacey has led successful new business and organic growth wins for Whirlpool, Bel Brands and Kraft Heinz.

Additionally, with Stacey's leadership, Catapult's KitchenAid team has not only helped contribute to double-digit sales gains on the business, but has also brought home numerous Design of the Times, PRO and REGGIE awards in back-to-back years.

Stacey currently leads Catapult's Whirlpool account and provides strategy leadership on Kraft Heinz. Previously, she held senior marketing positions at Tribune Company, Havas, FCB, JWT and DDB.

About Catapult Marketing

Catapult Marketing, "The Conversion Agency," is a global full service agency headquartered in Westport, CT. Catapult delivers channel-agnostic solutions that are brand savvy, retailer smart, and digitally enabled.

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