



Nancy McNee Newell

Head of Marketing Experiences and Partner Strategy

Current location: Houston, TX

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A Texas native with a New York hustle, Nancy is a seasoned marketing professional who's specialized in communications strategy, conferencing, recruiting, and branding. She leads with high-energy and enthusiasm and helps her teams bring ideas to life through interactive storytelling and full brand activation. She brings 20+ years of experience managing and overseeing nationwide marketing projects in all government sectors and commercial industries. At Deloitte, Nancy led and implemented branding and marketing campaigns in seven geographies as part of a \$1 billion growth strategy targeted at defense, security and justice clients. Prior to Deloitte, Nancy was responsible for marketing, sales and growth activities for 32 medical centers throughout 15 states. She led nationwide campaigns for brands like Brown Forman, Fairmont Hotels, State of Louisiana, as well as managed major event activations at Mardi Gras, Space Symposium, NRF Big Show, CES, SXSW, Jazz Fest, Macys Thanksgiving Parade, Voodoo Fest and Aspen Security Forum. Nancy has a passion for telling stories around brands utilizing full sensory emersion. Over her career, she's had the opportunity adjust marketing approaches and provide flexible brand guidance through new technology and interactive experiences. She has a BBA from Baylor University in Business and Marketing. In her free time, Nancy likes to exercise through running, biking, hiking, and pilates. She loves to travel and hang out with her son Hayes!

Areas of Expertise:

- Personalization at Scale
- Citizen/User Experience
- Omnichannel Marketing
- Brand Storytelling
- Communication Strategy
- Digital Journey