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Kristin Weitzel, Business Development Director at MKG, Appointed to the Experiential Marketing Forum (EMF) Advisory Board



July 20, 2011 3:38 PM ET

NEW YORK, July 20, 2011 /PRNewswire/ -- Marketers struggle to discover new, impactful ways to reach their audience and tired marketing constructs like "tastemaker", "early adopter" and "bleeding edge" have all failed. The mainstay of vital marketing remains within authenticity, commitment and quality. The industry has questions and Kristin Weitzel finds solutions.

With over 15 years of diverse experience, Kristin has spent her career in the marketing and events industries pioneering brands like Stella Artois, Red Bull and the Moet-Hennessy portfolio of luxury wine and spirits. The large majority of years in the beverage category have provided her the ability to access a deeper understanding of the power of playfulness, brand strategy and consumer engagement. Leading roles on both client and agency side sparked the opening of her own boutique agency focusing on new, evolving brands and as an operational director for international agencies. Additional projects in health and wellness, electronics and media rounded out her knowledge of varied business segments and led her to where she is today. With an extensive background in sales, marketing and event production, this effective leader and passionate developer keeps her current clients' brands fresh and at the forefront of the consumer mindset.

As a constant explorer and adventurer she is actively tied to multiple communities. On the weekends you'll find her taking on yoga classes, defensive handgun skill building, preparing the latest in raw food, sailing unfamiliar waters or volunteering at her favorite festival...all the while loaded with 'Chief Marketer' on her iPhone and a hard copy of Ferrazzi's latest writing in her bag.

"Kristin's extensive experience and knowledge around sales, marketing and event activation from both the agency and brand management perspective lend to her superior skill set as an EMF Board Member," said Erik Hauser, EMF Founder Board Member.

Kristin is always on-the-go in her current role with MKG, exploring the experiential universe and deeply connected to the zeitgeist.

Experiential Marketing Forum (EMF)

The EMF has more than 12,500 members from around the globe and is activate across 11 languages. It represents a "think tank" of professionals, students and other stakeholders who seek to share ideas and keep abreast of media and marketing trends. It is affiliated with the International [Experiential Marketing Association](#) a professional organization that advances experiential marketing, providing customers with an opportunity to engage and interact with brands, products, and services and delivering actual customer experiences that drive sales and increase brand image and awareness.

MKG

MKG, founded in 2002 by Maneesh K. Goyal, is a 35-person, highly creative, national experiential marketing agency and corporate sponsorship consultant for many of the world's biggest brands including Delta Air Lines, The Coca-Cola Company, Absolut, vitaminwater, American Express, Google, Estee Lauder and Ralph Lauren. With offices in New York City and Los Angeles, the team has been recognized with multiple experiential marketing awards, and has also become an industry leader in creating pop-up retail environments, crafting progressive brand strategy, and executing with a flawless level of attention to detail.

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