



Laurie Cairns
Senior Vice President, Marketing
Aspect

B I O G R A P H Y

As the senior vice president of marketing at Aspect, Laurie Cairns is responsible for driving marketing initiatives and brand strategy to further position Aspect as the market leader in unified communications software and services for the enterprise and the contact center. She is charged with supporting Aspect's revenue objectives by aligning marketing and sales strategies and initiatives. This includes a strong focus on developing integrated communications programs across all global regions and communications channels.

Laurie brings more than 25 years of marketing and brand expertise to Aspect. Her career includes the formation and executive management of LEC, an integrated branding agency founded in 1986. She holds a business process patent in internet promotions, and is the marketing committee chair of Lumity, a nonprofit organization that leverages information technology. Having extensive marketing experience in the software, professional services and communications sectors, Laurie has worked closely with Aspect on strategy, messaging and demand creation for nearly ten years.