



LAURA MCGUIRE–Saligent, Leadworks, Qgenisys, SmartTracks

As CEO and founder of her 4th technology/marketing enterprise, SmartTracks, Laura McGuire continues pioneering innovative ways to capture, nurture, close and grow key relationships whether prospects, customers, members, donors, patients, suppliers, voters or citizens. She advocates recipient-centric, knowledge-driven marketing and sales processes and infrastructure that ensure marketers stay relevant with every “touch” while producing the greatest ROI, every time. McGuire founded Saligent in 1993, Leadworks in 1998 and Qgenisys in 2000. The Sales Lead Management Association recently named Laura one of the industry’s 50 most influential people.

McGuire still operates Qgenisys which is actively marketing its **Wideforce** patent suite for crowdsourcing, remote labor, and cloud worker models. Visit www.Wideforce.com for more information.