



Catherine McHALE

Niwot, Colorado's Marketing Guru

Catherine McHale has been a fixture on the Niwot, Colorado scene for about 7 years now.

She grew up near Newcastle upon Tyne in the North East of England. She was educated in both England and France, where she received her master's degree from Université de Toulouse in European and International Law.

On graduation Catherine was recruited by a major US tech company who were just starting to expand their business in Europe. In this startup-like environment she seized the opportunity to really get involved in growing the business, and found her passion for marketing, adding post-graduate certifications in this field to her resumé at the same time

After some fast-paced years executing marketing programs across the whole of Europe, Catherine was headhunted by Apple to take the lead in marketing for one of their UK business divisions - and just in time to be part of their launch of the original iPhone.

It was at trailblazing companies like these that she realized her affinity for handling and even welcoming change within her work environments. Catherine says, "I love change because it keeps things fresh and moving forward. Some people really hate it but for me it keeps me challenged and creative." This love of change assisted her when the time came for a family move to the U.S. at which point she decided that the time had come to capitalize on her experience to create her own strategic marketing business

Catherine chose Niwot for its small town feel that in some ways reminded her of Europe and the fact that you can access so much of the vibrant community on foot or by bike. She and her son, Edsel,



both enjoy the community that Niwot offers. Together they enjoy gardening in their backyard garden, riding bikes and being part of Niwot Elementary School. They both practice Muay Thai and Catherine received her black belt last year. In addition to the outdoor fitness lifestyle that Colorado offers Catherine has also taken up Salsa dancing and is a regular on the Boulder dancefloors. When they aren't busy loving small-town life in Niwot they are traveling back to the UK and Europe to be with family and friends and explore the world practicing both French and Spanish along the way.

A few months ago, Catherine was delighted to have the opportunity to mix her business experience with her love of the Niwot community when she was appointed to the role Economic Development Director for Niwot and Marketing Director for the Niwot Business Association. Though this is a part-time role, it is an essential one. The Economic Development Director works to attract businesses to Niwot that will thrive in the local setting as well as providing support and ideas for existing businesses, especially those who are new in town. As Marketing Director she works to market the town of Niwot to local residents and visitors



and ensure a vibrant mixed business and residential community with a thriving commercial center.

Catherine uses her wide experience in the global marketplace to make an impact in the community of Niwot through developing relationships with the businesses and assisting them in creating a successful business atmosphere in Niwot.

Tony Santelli, President of the Niwot Business Association comments: "Catherine has strong communications skills and great relationship management skills. She has a unique approach to addressing issues, which reflects her creativity and focus on execution. But most of all, she is very personable, fun and easy to work with and is results oriented".

Catherine herself is charmed by the strength of community she has found in Niwot. "We are a great community who really pitch in together to make things work"! she commented. "All of our wonderful events, our community activities, our parks, our art, flowers and more are made possible by so many community minded volunteers - both residents and businesses. It is truly amazing to work with so many people who have the best interests of our town at heart. I am so thankful for that."

Outside of Her Niwot duties Catherine's own company, Catherine McHale Strategic Marketing helps small and medium businesses grow and transi-

tion to the next level through strategic marketing programs. Guiding businesses to the right marketing strategy for them, identifying the right tools - from traditional advertising campaigns to multi-faceted online marketing strategies keeps her continually inspired. She helps her clients brainstorm which marketing strategies fit their business best and which communication channels will best serve them, all while also having great connections to other consultants and service providers that will be integral in her clients' development and success. As her client Deborah Read Fowler says:

"Catherine has really helped me to find a voice for my brand and always knows exactly the right words and tools to use to make the best communications to stay ahead in a competitive market. I particularly like Catherine's collaborative approach - she is great to brainstorm ideas with, enabling us to keep energized and moving forward."

Deborah Read Fowler,
DRF Real Estate
Colorado Landmark Niwot

Catherine McHale Strategic Marketing is set apart by her 17 years of experience working with major global technology companies in Europe

that taught her to use big scale corporate planning to assist her clients today. She also provides a level of focus that finds the "pearls" of a business and combines them with creative accents that set her clients marketing campaigns apart from the crowd. Catherine has a knack for bringing her creative paint brush into the boardroom and tying the business objectives into a beautiful and creative representation of your business and products.

Her love of Niwot serves her greatly in her work with the Niwot Business Association. She is amazed by being so close to the community through this work and getting to see and experience the effects of what she does for the businesses and the local community.

"I love feeling like I am assisting the businesses and the community. I get to contribute to making this a vibrant area that is also a great place to do business."

Catherine McHale

She defines success as a feeling of satisfaction that you are really making an impact personally and through your business. Packing life full, with as much of the good stuff as you can. Loving your business, your family, your friends and constantly learning. She embraces the positive and is always looking to see life improve!

When you are ready to have more success in your small or medium sized business or it is time to up-level your revenue you may just want to consult Catherine McHale Strategic Marketing to get the best support and expertise in making the leap successfully. You will find her at www.catherinemchalemarketing.com.