

# Buzz Masters

*Five Valley women  
who put excitement  
into major brands*

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VER WONDER WHAT a marketing executive does? They find the customers, read their minds, target them with effective promotional messages and trigger events that drive sales. In a word, they orchestrate the buzz surrounding top brands, and they have become increasingly critical to achieving success in today's competitive marketplace.

The Arizona Department of Economic Security

reports the state's marketing-related management positions have increased to about 17,000—an increase of nearly 5 percent since 2003.

That's no surprise, since today's brands need more sophisticated, research-driven marketing campaigns than ever before to get customers' attention in a cluttered media universe. In this issue, five Valley marketing pros give us an inside look at how they do it.



## Aliza Angelchik

Managing Director, Sonorous  
Brand Strategy, Phoenix

Aliza Angelchik, age 38, is ambidextrous—at least when it comes to applying marketing principles. “A career in marketing allows me to capture the creative and the analytical sides of my brain,” says Angelchik, who launched her market research and brand consulting practice in 2000.

Previously, Angelchik worked for companies in New Jersey, California and Arizona. Her experience in strategic marketing combined with an MBA from Wharton allows her to solve the identity puzzle for Fortune 500 clients in the consumer goods, high tech, hospitality, pharmaceutical and real estate industries.

“Good creative is not enough,” she explains of developing a strong marketing strategy. “A measure of value is whether you understand how to create an emotional connection with your target market. If you do that, you’ll develop a brand that realizes its value over time.”

Angelchik spends considerable time improving her professional “brand” too. She was the president of the Phoenix chapter of the American Marketing Association from June 2004 to 2005, where she introduced special interest programming such as multicultural marketing to address local needs. In addition, she is helping the chapter establish an Executive Advisory Board comprised of seasoned marketers to enhance skill sets for Valley marketing professionals.


### COMPANY STRUCTURE:

Virtual team of four  
contracted account  
managers, designers  
and visual strategists.

**FAVORITE CAMPAIGN:** Tauck World Discovery, formerly Tauck Tours (largest U.S. tour company targeted to seniors). “We helped them change the name of their company and logo to reflect what their brand stands for. They really appreciated what it meant to be brand-centric.”

**WORK-LIFE BALANCE:** For energy and balance, exercise is my natural drug. I do a combination of working out at a personal training gym, Beyond Bodyz, and hiking, usually up North Mountain a few times on the weekends.

**BAD HABIT:** “Working too long a day and forgetting the positive impact of down time.”



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