

Dean's Advisory Council (DAC) Executive Bio: Stacy Lake

Stacy Lake brings over a decade of experience in marketing and client services to the Brand Integrity team. While her expertise has spanned industries, her career has remained focused on helping companies realize business goals by building lasting relationships with their audiences – both internal and external.

At Brand Integrity, Stacy is responsible for building and nurturing client partnerships and ensuring her clients' sustained success on the Brand Integrity Platform by leveraging their culture and brands to drive positive business results. She actively supports accounts across the nation by providing data-driven insights and facilitating strategic consultation for middle- and senior-level managers. She also advises on marketing strategy and has expanded the company's online footprint and enhanced Brand Integrity's position as an expert in the culture and employee engagement space.

Prior to joining Brand Integrity, Stacy served as VP, Account Services Digital Strategist at Dixon Schwabl, an integrated marketing agency, where she shaped new digital services with cross-departmental teams, while strategizing and executing brand and digital marketing campaigns for clients in the B2B and B2C space.

Stacy graduated from Rochester Institute of Technology's Saunders College of Business with a Bachelors of Science in marketing and Masters of Business Administration. She continues to be an active supporter of RIT, serving as the Alumni Engagement Chair and incoming Board Chair (2016) of the Saunders Alumni Advisory Board, and spending time mentoring students and bringing her experience to the classroom as an alumni speaker.

Stacy resides in the Rush-Henrietta area with her husband, Chris, and enjoys cooking, traveling, spending time at her family's camp on Big Moose Lake in the Adirondacks, and cheering on her Philadelphia Eagles.