



LAURIE TAYLOR

Director of Public Relations

- Laurie Taylor uses experience in public relations, corporate communications and marketing gleaned from her work with a variety of organizations as the now outsourced director of public relations for Jameson. She calls her work “Operation Jameson Everywhere” and manages media relations, promotional campaigns, Web development and all editorial projects.

With a local American Red Cross chapter, Taylor initiated services and promoted a new program so widely that they gained national attention. She worked at Fleishman Hillard, a public relations agency in Kansas City, where she served clients including Hallmark and Harrah’s Casino, among others. At Littlefield, Inc., an advertising agency in Tulsa, Oklahoma, Taylor worked on American Lung Association and TanData accounts and even participated in new business pitches for Wrangler. Serving as an officer in the Public Relations Society of America and the International Association of Business Communicators led Taylor to a marketing director position at Baird, Kurtz & Dobson, a regional accounting firm specializing at the time in healthcare, where she was responsible for the marketing and public relations teams in the Tulsa and Broken Arrow, Oklahoma offices. In Stillwater, Oklahoma, where Taylor currently lives, she worked as a recruiter for Oklahoma State and then became a supervisor in marketing and sales for Fluid Technologies, Inc., an engineering firm where she managed trade relations from writing to tradeshow to advertising. Taylor was also responsible for the sales division.

She uses all of this experience and industry exposure as she focuses on helping the dental community relate to the Jameson method by promoting events, products, speaking and coaching through a variety of mediums and strategies. She designs the promotional material, guides all Web site initiatives, writes for and manages article submissions for trade publications and creates the Jameson internal and external newsletters.

A graduate of Oklahoma State University, Taylor now owns a small public relations company. She is involved with Sunnybrook Christian Church, Stillwater Domestic Violence Services, Leadership Stillwater and United Way.

Toll Free 877.369.5558 | laurie@jamesonmanagement.com | www.jamesonmanagement.com