



LAITH WARDI, CEcD

Laith Wardi, CEcD, is president and founder of ExecutivePulse, Inc. He has worked in the economic development profession for more than 22 years. Laith has comprehensive experience in business retention and expansion that includes one-to-one outreach to hundreds of value-added client companies, work as a resource provider and 15 years of regional program management in his home state of Pennsylvania.

Laith provides skills training, technology and management consultation to clients seeking to implement systematic and sustainable business retention and expansion programs. In 1994-95, he pioneered the first web-based system for business retention. Today, the ExecutivePulse CRM System is an industry-leading technology solution for all facets of economic development and the most widely used database for business retention and expansion in North America.

Laith has provided training on business retention and expansion for the International Economic Development Council (IEDC) since 1996. In addition to IEDC, Laith provides BR&E online instruction for the OU Economic Development Institute. He has also presented to hundreds of economic development and allied audiences throughout the United States, Canada, Europe and Mexico on customer retention, one-to-one database marketing and technology assimilation.

Laith is a graduate of Mercyhurst University and received his economic development certification through IEDC in 2002. He currently serves on a variety of local economic development boards and committees in Northwestern Pennsylvania including the Erie Regional Chamber of Commerce, Growth Partnership and Emerge 2040.

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