



Owners Profile

For the Love of Marketing

As the owner of Marketing Launch Innovations, Dana Labrie brings to the table marketing and leadership expertise as well as creativity. As a business owner and MBA graduate, her vision has guided clients in solving business problems. Web promotion is no mystery to her since she has 15 years marketing and web building experience.

Dana Labrie, MBA, Owner



Out of the Corporate Safety Net

Having left the safety of the corporate world, Dana chose to launch a business which consists of herself and an associate with 2 different talents. Delighted to work as a marketing professional and web project manager in several electricity/gas utility and HVAC companies, she found joy in areas such as web design, social media and SEO copywriting. Aside from networking with business owners, Dana reserves time to paint, swim and communicate with her pet cockatiel.

Taking the Time to Understand

"Project management, consulting and maintenance sets us apart from the competition. We spend the time to understand our customer's industry and needs, with the goal of building outstanding search engine optimized websites for our clients."

Outstanding Customer Service



Induction picture and story Cleveland State University's Hall of Fame

One of the biggest goals is to provide outstanding customer service. This also reflects the owner's past competitive swimming career which includes competing in the Canadian Olympic Trials and receiving the Hall of Fame Award for her University successes. Dana knows how to set and achieve goals. Now this same vision relates to client goals and objectives.

Dana has returned to swimming and is a member of the Base Borden Masters Swim Team. She hopes to compete in the Canadian Master Nationals in Vancouver 2010.