

Member Profile



Kathy Ellis

President

The Business Lab

Role: +Executive

Member Since: 1/23/2018

Houston | Ruidoso

281-374-0170

Overview | Bio

We help entrepreneurial companies (revenues between \$1M and \$50M) enhance their businesses and improve the performance of their communication through marketing and design. We work with companies in all industries — from corrosion to catering; from offshore positioning equipment to executive compensation. And everything in between. As such, we are in a unique position to share specific industry expertise across different markets — resulting in opportunities and viewpoints clients could not otherwise experience because they are "stuck" inside their own industry. Additionally, we have access to industry experts from all these areas and the ability to create low cost / high-value strategic alliances.

Specialties: Marketing alliances and programs to drive new revenue streams and income opportunities for all involved. Experts at communicating complex ideas through design. Guide companies through the three critical aspects of business: build a list, follow-up, stay in touch.

Education

The University of New Mexico - Robert O. Anderson School of Management.
MBA, Finance

Work History

President
The Business Lab
Dec 1997 to Present

Professional Associations

Honors & Awards