LUXRE

STEPHANIE PERCY

CAPABILITIES STATEMENT

Marketing Strategy • Strategic Communications • Brand Development

Woman-Owned • Veteran-Owned

LuxRE brings executive strategy, strategic partnerships and direct execution to federal and county programs — aligning stakeholders, sharpening communications and carrying campaigns from strategy through delivery.

CORE COMPETENCIES

- **Marketing strategy:** Market assessment, competitive positioning and integrated growth plans.
- **Brand development:** Category definition, brand architecture and differentiated positioning.
- **Strategic communications:** Executive messaging, institutional positioning and thought leadership.
- **Campaign strategy and execution:** Integrated campaigns from audience strategy through launch and performance measurement.
- **Strategic partnerships:** Partnership development, institutional engagement and stakeholder alignment.
- **Digital strategy and delivery:** Website strategy, content development and digital channel execution.

RELEVANT CORPORATE EXPERIENCE

Projects led by Stephanie Percy

Strategic Communications Program

Organization: Columbia Bank

Scope: Enterprise brand positioning and strategic communications.

Outcome: Supported the growth objectives of a $1B+ financial institution.

Go-to-Market Strategy

Organizations: AWS / Microsoft — separate engagements

Scope: Partner channel strategy and market expansion.

Outcome: Supported enterprise technology launches and market development.

Demand Generation Transformation

Organization: Korrus

Scope: Marketing optimization, brand strategy and business development.

Outcome: Focused marketing investment in four channels that produced 70% of pipeline.

COMPANY DATA

LEGAL NAME

Stephanie Percy LuxRE Inc.

LOCATION

Laguna Beach, CA

SAM.GOV	UEI	CAGE
Active	GZQWLQ5YSKC3	274U6

CERTIFICATIONS

APPROVED

California DGS Small Business (Micro) Certification #2056743

PENDING

WOSB

VOSB

NAICS CODES

541613	Marketing Consulting Services
541611	Administrative Management and General Management Consulting Services
541810	Advertising Agencies
541820	Public Relations Agencies

DIFFERENTIATORS

- **Direct executive accountability**
  Stephanie Percy leads strategy and remains accountable through delivery.
- **Veteran-owned**
  U.S. Navy, honorable discharge.
- **Hands-on digital execution**
  Builds production websites and digital assets directly, combining strategic direction with implementation.

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