

Mark Demuro

Mark Demuro is President of Horizon Group, a creative and fact-based strategy and early stage marketing and business development agency. Leader, board member, and operating partner with 35 years' experience across large consumer-oriented manufacturers and service providers, middle market companies, and marketing services organizations. PepsiCo and Unilever training. Brings big picture thinking that challenges traditional beliefs for go-to-market success. Edison Innovation Award winner and a judge for the Edison Awards. University of Pennsylvania graduate. Active in health, wellness, and sustainability.