

# Prugh Roeser

Founder at LeadMaker

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## Summary

I founded THE DEVEREUX GROUP (TDG) in 1986 as a strategic marketing company which brings a bottom-line focus to online and offline marketing activities to create results-driven programs.

Most recently, we developed and patented LeadMaker(R) -- a Web-based lead management, nurturing and qualification process -- to bridge marketing and sales by preparing raw leads for Sales follow-up.

We also launched LeadLogix LLC to provide full-service support for the LeadMaker process.

I have also developed and managed marketing programs in a number of fields: PC software, retail sales, financial services, petroleum retailing.

Among present and former clients are AccuData, Allaire, American Express, ATG, Candle Corporation, CCA, Core Security Technologies, Datawatch Corporation, Digital Lumens, Groove Networks, Gulf Oil, Kaspersky Lab, Kofax, Lotus Development, MagiQ Technologies, MediaMap, Perseus Development, Progress Software, Rowenta, and Vovici.

## Specialties

Lead management and nurturing

Direct response

Strategic marketing consulting

Marketing project management

Loyalty marketing programs

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## Experience

### **Principal at LeadMaker**

2002 - Present (10 years)

Patented, web-based, multi-touch lead marketing, nurturing and management process.

### **President at LeadLogix, LLC**

2002 - Present (10 years)

LeadLogix provides full-service support for the LeadMaker® process which The Devereux Group developed in 2002, and received a patent for last year. We have extensive hands-on experience with marketing automation and lead management, and insights and expertise from implementing it on a variety of systems.

### **President at The Devereux Group, Inc.**

1986 - Present (26 years)

Founded The Devereux Group in 1986 as a strategic marketing company which brings a bottom-line focus to online and offline marketing activities to create results-driven programs.

**Lead Nurturing Consultant at Progress Software**

2004 - 2008 (4 years)

**Strategic Marketing Consultant at Candle Corporation (now part of IBM)**

1997 - 2001 (4 years)

**Strategic Marketing Consultant at Perseus Development Corp. (now part of Voivici)**

July 1997 - November 1998 (1 year 5 months)

*1 recommendation available upon request*

**Direct Marketing Consultant at Lotus Development**

1986 - 1996 (10 years)

**Strategic Marketing Consultant at Lotus Development (now part of IBM)**

1986 - 1996 (10 years)

**Vice President, Data Processing at Hub Mail Advertising**

August 1985 - May 1986 (10 months)

**Director, Program Management at Epsilon**

March 1981 - May 1985 (4 years 3 months)

Program Management was responsible for delivering database marketing campaigns for Professional Services accounts.

**Fulfillment Consultant at Harvard Business Review**

1975 - 1976 (1 year)

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## Skills & Expertise

**Marketing Management**

**Marketing Strategy**

**Lead Management**

**Lead Scoring**

**Direct Marketing**

**Demand Generation**

**Lead Generation**

**Marketing Automation**

**B2B Marketing**

**B2B**

**Integrated Marketing**

**Database Marketing**

**Email Marketing**  
**Marketing Operations**  
**Customer Acquisition**  
**Relationship Marketing**  
**Campaign Management**  
**Segmentation**  
**Marketing ROI**  
**Content Marketing**

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## Education

**Williams College**  
BA

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## Honors and Awards

MITX (MIMC) Award B2B Marketing - 1999  
(The Devereux Group/Pixeldance)

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## 1 person has recommended Prugh

"Before we hired Prugh, Perseus was a three-person company with a number of unsuccessful market-research software applications. Thanks to Prugh's help naming and positioning Perseus SurveySolutions, we were able to grow Perseus into a 50-person company that made the Inc. 500 twice and pioneered the web-survey industry. Eventually, over 150 competitors followed us into the market, but they never copied the key innovation that Prugh helped us visualize: our word-processor UI for questionnaire design."

— **Jeffrey Henning**, was Prugh's client

[Contact Prugh on LinkedIn](#)