



CENTER *for*  
**BRAINHEALTH**®  
THE UNIVERSITY OF TEXAS AT DALLAS

# LAURA BLOOM GORDON

CHIEF MARKETING OFFICER



**L**aura Bloom Gordon is a transformational marketing leader who brings her growth mindset to organizations at points of inflection.

A catalyst and a changemaker, Laura is passionate about innovation, brand building, and empowering teams to accelerate growth. In her role as Chief Marketing Officer at Center for BrainHealth, Laura is helping to change the conversation around brain health through strategic initiatives, such as launching the first-ever BrainHealth Week in February 2023.

Previously, Laura served as Vice President, Marketing and Brand Innovation at 7-Eleven, Inc. where she redefined the brand through new products, strategic partnerships and digital experiences. Prior to 7-Eleven, she was Senior Vice President Marketing and Chief Innovation Officer at the Dallas Morning News, where she launched several new products including, “Quick,” the free daily newspaper targeted to millennials. Earlier in her career, Laura held a number of senior marketing and product development roles at consumer-packaged goods companies.

Laura earned her MBA from the Kellogg Graduate School of Management and a non-profit governance certificate from The University of Texas at Dallas. She is Past President and current head of Strategic Events for the Kellogg DFW Alumni Network, and a member of The Dallas Assembly.

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