

AUSTIN, Texas, Oct. 1, 2013 /PRNewswire/ -- As the 2013 National Multi Housing Council Student Housing Conference & Exposition in New Orleans draws to a close, the student housing marketing firm, Catalyst, is announcing a new management team and a new focus serving the student housing industry by combining creative, analytics and database marketing to target student prospects.

Catalyst's new handpicked leaders have decades of experience providing accountable marketing, graphic design and public and media relations to some of the nation's largest companies and universities. They have won numerous awards for their marketing campaigns, graphic design and copy writing. They have been quoted in publications such as Ad Age, the Wall Street Journal and the Chicago Tribune.

Additionally, the new leadership team has specific experience marketing to young adults in ways that fit into their lifestyles. For example, Director of Marketing, Planning and Operations Laura Henderson and Creative Director Scooter Thompson have backgrounds in marketing to young adults in the military as well as in creating and managing effective marketing campaigns targeting young athletes and their lifestyles.

The team is comprised of: Jim Warren, CEO; Laura Henderson, Director of Marketing, Planning and Operations; Scooter Thompson, Creative Director; and Mark Evans, Public Relations Manager.

- CEO Jim Warren has more than 20 years of experience in integrated marketing strategy and leadership, driving topline growth for businesses such as AT&T, Sam's Club and Charles Schwab. He is an industry expert in direct marketing and has written numerous articles and white papers.
- Laura Henderson serves as Catalyst's Director of Marketing, Planning and Operations.

Written by Australian Business

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She brings more than 20 years of marketing experience in sales and marketing strategy, marketing communications, project management and client relations. She has worked for clients such as the U.S. Marine Corps, Golfsmith International and Learning Express.

- Creative Director Scooter Thompson has an eye for detail and incredibly captivating designs. He leads the Catalyst creative team to produce visually powerful statements for clients. In his career, he has worked with clients such as Golfsmith, Minute Maid, Westin Hotels and AutoZone.

- Public Relations Manager Mark Evans brings 20 years of experience working in public relations and corporate communications. Much of his career has been spent working in higher education. He has served clients that include National Apartment Association Education Institute, ExxonMobil and Mothers Against Drunk Driving.

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