

Jessi LaCosta



Jessi LaCosta is a dynamic marketing professional with extensive experience in reputation management, brand development and organizational communications. She is the lead strategist, coach and principal at BlueRio.

She is passionate about integrated branding, authentic leadership and motivation through communications. Aligning the vision and mission with organizations' structure and communications efforts is key to powerful positioning and long-term success and LaCosta devotes much of her time consulting with companies to achieve this balance.

Transferring the same techniques from the professional world to the personal world, LaCosta works with others to discover and impart their "Personal Brand," so that they develop the foundations for their messages to be delivered and positioned powerfully. This tactic of finding the "authentic self" and sharing with others for mutual benefit is a powerful tool for emotional, psychological and professional success.

Before coaching and consulting, during her tenure at one of the nation's top advertising agencies, Deutsch Inc., LaCosta executed research and planning for successful regional and national client campaigns and product launches.

She is also experienced in the development and implementation of marketing research relative to the visibility and growth of clients from state-of-the-art medical practices and surgical centers to arts organizations and therapy practices.

LaCosta has reconstructed organizations' institutional branding efforts, utilized gap analyses for the growth of the organizations and coached for leadership acumen among supervisors, managers and executives.

She has devised and implemented branding statements, vision statements, mission statements, communications models and image delivery style-guides at various organizations --always upholding their missions and business goals.

She is a sought-after presenter on issues such as branding, strategic communications and motivation. And as a survivor of violent assaults, she is often invited to speak and write on the topics of risk-taking and survival of traumatic events.

She holds a B.S. degree in Corporate Media from James Madison University and an M.A. degree in Publication Design from the University of Baltimore.

LaCosta is a member of the University of Baltimore College of Liberal Arts Society, sits on the Board of Governors for the University of Baltimore Alumni Association and is a recent recipient of the H. Mebane Turner Service Award from the University of Baltimore.

She also volunteers at Operation greyhound as a spokes-person and media rep, the Center for Community Solutions in the Training and Outreach departments and as a trainer at Nonprofit Management Solutions.

LaCosta recently married to William Grupenhoff a national marketing and sales executive. They live with their adopted greyhound, Kai Nalu. During her spare time she is co-authoring a children's book with her mother, writing another book on authentic communications and is looking forward to learning how to surf.