



FOR IMMEDIATE RELEASE

Colleen Scollans Named Partner at C&E to Lead Marketing, Digital, and Customer Experience Practice

Washington, DC, May 21, 2025 – Clarke & Esposito (C&E) is excited to announce the appointment of **Colleen Scollans** as Partner, leading the firm’s growing **Marketing, Digital, and Customer Experience practice**.

Colleen has been part of the C&E team since 2020 and has built a thriving practice focused on marketing strategy, digital transformation, and customer experience. Colleen ([see bio](#)) is widely recognized as a leading expert in modern marketing, marketing technology, and audience- and customer-centricity. Her approach goes beyond technology, bringing the strategic insight, skills, and processes that unlock true adoption, ROI, and transformation.

“Colleen’s appointment as Partner reflects both her leadership and growing demand for modern marketing and digital strategy,” said Pam Harley, Partner at C&E. “To support this momentum, C&E is expanding our team, our capabilities, and the services we provide.”

Across organizational segments, sizes, and disciplines, C&E has seen a rise in demand for marketing and digital strategy services as clients look to:

- Break down organizational silos
- Diversify and grow revenue
- Gain operational efficiency and automate workflows
- Use data to improve decision-making and evidence-based selling
- Better understand and engage audiences and communities
- Develop distinctive brand positions
- Improve marketing performance, including building core competencies in product marketing, customer/author experience, and branding/messaging
- Understand the opportunities and challenges unlocked by new technology and AI-enabled capabilities

To further accelerate the firm's capabilities, C&E has welcomed three new team members:

- **Anne Stone:** A veteran of scholarly publishing, Anne brings strong campaign strategy, execution, and content development capabilities to C&E. She will not only deliver marketing strategies but also partner with clients to build and execute winning marketing campaigns. "We're especially excited for Anne to collaborate with us to take our successful Capsule Messaging Collection™ – our proprietary messaging framework built for human and AI-powered marketing – to more clients," noted Colleen Scollans.
- **Richard O'Beirne:** With robust digital and technology expertise, Richard expands C&E's capacity to deliver end-to-end digital transformation solutions. He will play a key role in supporting C&E's growing RFP business across hosting platforms, submission and peer review systems, and MarTech solutions. He'll also support digital and data strategy and roadmap projects.
- **Natasha Pearce:** Joining from the New York Academy of Sciences, Natasha brings strong association experience and digital marketing skills to the team.

"Today's digital-first landscape demands sharper strategies, smarter use of technology, and deeper audience insight," said Michael Clarke, C&E Managing Partner. "Our expanded team builds on C&E's proven strengths and hands-on experience to help clients grow revenue, modernize operations, and transform their marketing and digital capabilities."

About C&E

C&E works at the intersection of community, technology, and content, helping organizations grow and diversify revenue, better engage with their audiences, and find more efficient ways to operate. We provide consulting, advisory services, and other solutions that help our clients navigate transformational change and capitalize on new opportunities. Please visit our website for more information: www.ce-strategy.com

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