**Ani Matson, MBA**

Ani Matson is the Founder and President of Digital Marketing Strategies (DMS), an independent consultancy that helps clients make core transformations in marketing strategy and operations to power growth through digital advantage.

Ani has extensive strategic marketing expertise, and before launching DMS enjoyed a twenty-year career in a broad range of leadership positions that cut across, marketing strategy, digital transformation and data analytics. Past roles include executive appointments at the National Education Association’s Member Benefits Corporation and The McGraw Hill Companies Aviation Week Group. She is an accomplished entrepreneur, having launched, managed and successfully sold a publishing company before turning 30.

DMS’s engagements are typically multifaceted, solving for specific digital marketing challenges while building ongoing client capabilities. In addition to defining new roles and responsibilities and helping develop employees’ skills, we address technology infrastructure issues and identify potential partners.

We work with clients primarily in four core areas:

* **Harnessing digital marketing for e-commerce business effectiveness.** We help clients drive higher sales through digital marketing. Solutions sometime involve building e-commerce sites, optimized for Google search and linked to customer relationship management (CRM) systems as well as email and social platforms.
* **Optimizing the customer experience through inbound marketing.** We work with clients to create effective personas, content, social and email marketing strategies that drive results.
* **Developing and helping implement new growth models.** We design and map development pathways for new opportunities by combining insights from digital with an integrated customer experience and best product pricing approach.
* **Guiding digital transformation initiatives.** We work with clients to build their most effective marketing stack that’s agile enough to adjust as business needs change.

At DMS, Ani partners with private, public and not-for-profit brands to drive tangible results.

An avid learner, Ms. Matson received a BA in International Relations from Clark University, an MBA from the Robert H. Smith School of Business at the University of Maryland, a Strategic Marketing Management (SMM) Certificate from Harvard Business School and an Executive Data Science Specialization from The Johns Hopkins University.

Ani currently teaches “In Search the Big Idea” course at Georgetown University’s Master’s in Integrated Marketing Communications program.

Ani is driven to serve her community and her peers, through her leadership role as the President of the DC CMO Club and as a Board Member of Every Mind, a non-profit organization that empowers individuals to reach optimal mental wellness.