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**Laurel Egan Kenny, MSCM, MBA; President of Turningpoint Communications**

Laurel Egan Kenny, MSCM, MBA, is Founder and President of Turningpoint Communications, a national treasury management-focused marketing and training firm promoting clients’ best practices and thought leadership, as well as engaging their key constituents in unexpected and compelling ways – through education, in marketing and sales communications, at strategic events, in the media and in the communities they serve. In short, Laurel helps her clients to sell themselves as experts, sell solutions to their customers’ business challenges and to sell value.

Laurel founded Turningpoint in 2007 after 13 years’ building and leading marketing and sales teams for two large, Boston-based global Fortune 100 financial services firms in wealth and treasury management divisions. Laurel built out, led and grew the commercial marketing and business development servicing discipline at Sovereign Bancorp (now Santander) and, as a founding member of a corporate entrepreneurial wealth management division at State Street Corporation, she served as a member of a business development and relationship management team that grew assets under administration from $0 to $150 Billion in two years.

Laurel leads and shares her marketing / communications and management talents locally, regionally and nationally, serving multiple Boards of Directors for Regional Association for Financial Professionals Associations, including those in New England, Dallas, Chicago, New York, Mid Atlantic and Great Lakes. She is past President and 10 year and current Board member for the Marshfield Chamber of Commerce and the South Shore (Boston, MA) Young Professionals. She also led a four-year management, marketing and management transformation of the South Shore Chamber of Commerce as Chief Operating Officer.

Laurel presents nationally on treasury and financial topics, as well as on marketing and business development best practices, including Social Media, Thought Leadership.  She earned three degrees: MBA, MS (Communications Management) and BA (English and Communications), from Simmons College, Boston. She lives south of Boston Massachusetts with her husband Jay and three school-aged children.

***Twitter:*** [***@laurelegankenny***](https://twitter.com/LaurelEganKenny) ***| LinkedIn: laurelegankenny | Facebook:*** [***Turningpoint Communications***](https://www.facebook.com/TurningpointCommunicationsCompany/)