



YVONNE CONROY

CEO

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Yvonne Conroy is a marketer who believes the best brands aren't just built—they're orchestrated. With a 25+ year career spanning consumer products, eCommerce, innovation, and brand strategy, she blends analytical thinking with creative intuition to help companies grow with clarity and confidence.

As one former CEO said,

"Yvonne is a rare combination of instinct, intellect, and action. She has a strong command of the consumer and is able to translate that cross-functionally."

She's worked on nationally recognized brands including Hartz, Goya, LaLa, Jardines, Michael Carr Designs, and Wetsel Seed, leading teams, driving revenue, and building actionable strategies that deliver results.

At her core, Yvonne is a problem-solver with a storyteller's mindset. She listens, translates insights into direction, and creates marketing frameworks that don't just look good—they work. She believes marketing is a balance of creative and analytics, turning performance data into smarter decisions and stronger outcomes.

Through E&J Marketing, Yvonne provides strategic marketing partnership to organizations seeking guidance and expertise. Her goal is simple: help companies plan smarter, execute faster, and grow stronger.

When she's not collaborating with clients, Yvonne sits on the board of directors of the How u Doin Foundation as well as Business LEAP Group. On her free time, she enjoys time with her family—including her two dogs, cooking new recipes, baking bread from scratch, and indulging in TV while eating potato chips and drinking a glass of wine.



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