

M. Kathleen Donald

Chief Marketing Officer



Experience

Kathleen Donald is no stranger to back pain. In fact, it was her own search to find relief from a painful back condition that led her to Laser Spine Institute. She says the organization's purpose-driven mission was what piqued her interest in becoming part of a team that helps people find hope and healing from the same pain that plagued her for years.

With nearly three decades of success at some of the nation's most influential brands, Kathleen brings an impressive mix of strategic marketing, digital media, thought leadership and advertising savvy to her role as Chief Marketing Officer. Her natural ability to consume and process large amounts of complex information, then visualize, implement and drive organizational innovation are just some of the talents that she brings to this position. Kathleen leads all aspects of Laser Spine Institute's brand development, including direct marketing, advertising, internal communications, public relations, stakeholder engagement and strategic planning.

Kathleen's insatiable sense of curiosity and creative prowess are the bedrocks of her career, driving her to key leadership roles in companies such as Dassault Systemes' 3DXCITE, Campbell Ewald, where she served as Chief Operating Officer, and Ogilvy & Mather. During her career, she has helped elevate brands such as Ford, USAA, Pier 1 Imports, Edward Jones and the United States Navy to new heights.

Kathleen earned her certification in applied strategic marketing planning from the University of Michigan's Ross School of Business. She holds a bachelor's degree in business studies from Wayne State University in Michigan and holds certifications in Japanese language studies from the University of Detroit. Kathleen was named a Champion of the New Economy in 2016 by D Business Magazine, and the 2014 Distinguished Alumna by Wayne State University's School of Business Administration.

When she's not helping our patients learn how they can get their lives back, Kathleen loves hiking, the outdoors and staying in touch with family members around the country. She also enjoys creating gourmet jams and jellies for family, friends and coworkers.