

Brigitte A. Balogh

Strategic Bio

fast learner seeks challenge

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A nursery school rebel, Brigitte would not be content coloring in the lines with only a red crayon, as much as she liked the color, simply because it was "red day." Since then, this unique choir-girl has progressed from crayons and pencils to paints and digital design. After completing high school in four years, Brigitte decided she could do better than that and finished her Bachelors in Business Administration specializing in Management Information Systems from The University of Texas at Austin in two years. A few years later, a new initiative to understand consumers sent this Java Diva back to her alma mater for a Masters of Arts in Advertising. Then, with an unwavering love of learning, she bought a scarf, searched for advice on living in the snow for dummies, and headed to the North Pole in pursuit of a Doctor of Philosophy in Media and Information Studies at Michigan State University where she currently works as a Research Assistant.



The desire for change from coding life came from the repetition of being a systems tester. With several operations management courses in her background, Brigitte took one look at the then current reconciliation project and modified the work process. Each team member had been assigned 50 SQL scripts to run against the development and production environment to accurately compare migrated legacy systems to the new warehouse. By optimizing the workflow, at one point Brigitte was able to run over 800 scripts in a work day. She was borrowed by another team to help with the accuracy and efficiency checking for version 2.0 of the data warehouse and the team actually requested her for the next project. But by then her original project manager wanted her back. Not bad for a 20 year old!

Brigitte was soon juggling six projects as the lead metasphere developer and business analyst. It was a surprising experience to work for a technology company and have such a wide variety of tech savvy to tech illiterate individuals. Occasionally a math tutor, Brigitte realized how valuable the translation skills between different systems and thought processes are when coordinating between business executives and the development team. A year later, this experience and the desire to understand consumer reactions to brand messages, led to a thesis project exploring corporate blogs as organizational public relationship management tools.

While most of her career has been spent in data warehousing and coding, her passion is the arts, especially visual design and copy editing. There is nothing more exhilarating than strategizing and organizing so many different components in a consumer insights fashion. Known for her meticulousness, Brigitte ensures strong, cohesive marketing and communication; so that messages say what they mean while looking stellar!

Success has its privileges