

The visionary leader of [Burgie MediaFusion](#), **Barbara Burgie** has provided effective marketing and digital media strategies throughout central Ohio for more than 20 years. Daily, she partners with clients to increase their brand awareness and grow their revenue through data-driven marketing. Her adaptive approach empowers clients to understand and evaluate each campaign investment and to adjust their marketing strategy and plans along the way. Through her positive spirit and creative energy, Barb guides clients through dynamic and fun strategies that build audiences and drive results. From analytics and design to websites and social media, she stays ahead of marketing trends and employs the latest media methods to grow brands through a blend of traditional and digital marketing campaigns.

Melanie Farkas is a strategic, data-driven marketing leader with over 15 years of experience in integrated communications across healthcare, technology, and professional services. As Director of Integrated Marketing at Burgie MediaFusion, she leads cross-functional teams to develop and execute comprehensive marketing strategies that drive brand visibility, foster stakeholder engagement, and deliver measurable results.

Leslie Klenk is a top performing sales professional with 20+ years' experience driving significant growth in a variety of industries within highly competitive markets. She has served as Association Advertising & Sponsorship Manager with Burgie MediaFusion since 2009. Leslie provides organized, systematic, experienced and professional strategies to generate additional non-dues revenue for trade associations by monetizing publications, digital advertising products, and events.

Shawna Burger is VP of Client Services at Burgie MediaFusion, bringing over a decade of experience in integrated marketing strategy. She's worked with both national and local brands across health care, higher ed, and retail, including GSW, Ohio State, and Bath & Body Works. Shawna is known for challenging the status quo, solving complex marketing problems, and keeping client goals at the center of every campaign.