



## Mike Daly

### Senior Business Development and Marketing Associate

Mike Daly is a Senior Business Development and Marketing Associate at Econsult Solutions, Inc. (ESI), where he supports the marketing and business development team. In addition to assisting with proposals, he is responsible for enhancing ESI's brand and work through traditional and social media, content development for the web, and managing the ESI blog, Present Value.

Mike is also a member of the ESI ThoughtLab team as a communication specialist. He has supported the firm's thought leadership work and multi-client campaigns such as Wealth and Asset Management 2022, Smarter Cities 2025, and The Cybersecurity Imperative.

### Previous Experience

Prior to joining ESI, Mike was a marketing associate for the Sustainable Business Network of Greater Philadelphia (SBN), a network of local businesses whose mission is to build a just, green, and thriving economy in the Greater Philadelphia region. He was responsible for membership growth and retention, development of marketing and communication strategies, delivering on member benefits, and planning and executing large and small networking events.

### Education

In 2011 Mike graduated from York College of Pennsylvania and received a Bachelor's of Arts in Mass Communications with a focus on Broadcast Journalism. While at York College, Mike was involved with the Campus Activities Board and held a position on the Diversity Committee which planned cultural events for the student body.

## Areas of Expertise

Mass Communication  
Marketing

Event Planning

Membership  
Retention

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## Education

BA in Mass  
Communications  
York College of  
Pennsylvania

### Contact

Email: [daly@econsultsolutions.com](mailto:daly@econsultsolutions.com)

Phone: 215-717-2777

**Econsult Solutions, Inc.**

1435 Walnut Street, 4<sup>th</sup> Floor  
Philadelphia, PA 19102

[econsultsolutions.com](http://econsultsolutions.com)