



**Christa Lassen-Vogel, M.B.A.  
Strategic Partner**

Christa Lassen-Vogel, a strategic partner with AORN Works, serves as a marketing researcher and branding consultant for the company. She brings more than 20 years of medical marketing experience – from managed care to medical devices to chronic disease patient care programs.

She specializes in bridging the gap between strategic framework and customer-facing communication including messaging, advertising and content. Her approach to marketing research blends psychology, creativity and business strategy to uncover insights that inform product development and launch, brand and product positioning and communications strategy.

Christa holds a B.S. in Art from the University of Wisconsin and an M.B.A. in Marketing from the Daniels College of Business at the University of Denver. Having worked in both agency and client settings, Christa brings a valuable perspective to the process, beginning with research through positioning, and ultimately program implementation. Her work serves both emerging and established companies in the business-to-business and business-to-consumer realms. Some of her past clients include Quaker Oats, Pfizer, Covidien, Health Decisions, Qwest Communications and Sun Microsystems.