

Builder Lead Marketing - Mary Anglade Bio

Mary is our founder and has built sparqGEN and Builder Lead Marketing from the bottom up. She enjoys bringing superb marketing to her builder clients every day.

Her two decades of marketing and general management experience include branding, direct-to-consumer, B2B, [social media](#), PR, [marketing strategy](#), podcast marketing and promotion. She has held senior positions at both large corporations (ITT, Scholastic, Reader's Digest as well as two money-center banks) and small start-ups and mid-sized enterprises. Her early career in finance serves her well as a data-driven, results-oriented marketer.

She holds a BS in Finance and French, magna cum laude and beta gamma sigma, from Boston College as well as an MBA from the Amos Tuck School at Dartmouth.

Mary recently published the [Modular Builder Marketing Masterplan: 90 Days to More Leads and Sales available](#) on [Amazon](#). She is frequently a featured speaker at builder conferences and on podcasts and is the host of [The Builder Lead podcast](#).

Outside of work, Mary enjoys exploring New York City, skiing, sailing and hiking with her dog, Gloria. For more about Mary visit her [LinkedIn profile](#).