

Heather Vogel

Vice President of Marketing



Heather Vogel is Vice President of Marketing for the Detroit Regional Partnership (DRP), a leading economic development nonprofit serving the 11-county Detroit Region. She is responsible for all marketing activities and developing and executing a comprehensive marketing strategy to advance the DRP's objectives, programs, and initiatives. In this capacity, Vogel oversees the DRP's brand awareness, earned and social media, corporate communications, and is leading development and management of a global strategic brand campaign for the region.

With over 20 years of experience in marketing, branding, public relations, and communications, Vogel is a strategic thinker and trusted advisor to the C-suite. Prior to joining the DRP, Vogel served as Deloitte's senior marketing leader for Michigan and the central region. Working directly with the managing partner, she created advanced marketing campaigns and communications strategy across multiple business units to ensure cohesive messaging throughout the local market while further establishing Deloitte as the leading professional services firm in the region. Previously, she also led marketing and communications for the Downtown Detroit Partnership and oversaw a complete rebranding process as the organization worked to raise Detroit's profile after the city declared bankruptcy in 2013.

PAST EXPERIENCE AND EDUCATION

- Director of Marketing and Communications, DMA-Ducharme, McMillen & Associates
- Senior Marketing Manager-Detroit/Minneapolis, Deloitte
- Director of Marketing and Communications, Downtown Detroit Partnership
- Healthcare Marketing and Business Development Manager, AECOM/URS
- Bachelor of Arts, Marketing, Michigan State University

NOTABLE ACHIEVEMENTS AND COMMUNITY INVOLVEMENT

- Past Member, Advisory Board, Brilliant Detroit
- Member, Advisory Board, City Year Detroit