

Don Pursell
Principal
CIM Marketing Partners

Don Pursell, principal of CIM Marketing Partners, joined Darcy Neighbors (founder and CEO) in 2000. He has served as public relations director, vice president of strategic marketing and principal.

In addition to leading the firm's strategic marketing initiatives, Don applies this talent to clients' projects, working closely with the account teams and directly with clients to identify and implement appropriate marketing strategies. He is responsible for planning and managing clients' marketing budgets and the development of client consulting services. Don and Darcy co-authored "Marketing Fusion: 7 Elements to Ignite Your Growth," a book focused on strategic marketing for businesses.

Prior to joining Consultants in Marketing, Inc., Don was employed for two years by a Fortune 250 health care company where he launched its mid-Atlantic marketing operations affecting more than 1.1 million beneficiaries. His responsibilities included public relations, copy writing, newsletter development, marketing plan creation/implementation and government relations. He also spent three years with Morgan Stanley Dean Witter, working with branch office brokers to develop goals and strategic marketing plans.

A graduate of Virginia Wesleyan College, with degrees in international business and French, he received his MBA, with a strategic marketing concentration, from Old Dominion University. Upon graduation, he joined the marketing operations of Source, Inc., a publishing firm providing research publications, business planning and consulting to the booming housing industry in Southeastern Virginia.