

Alexa Penziner

Managing Director of Marketing, New York



Alexa Penziner is BLB&G's Managing Director of Marketing. A results-driven marketing leader with more than 20 years of experience, Alexa has guided brands through transformation and growth while increasing customer engagement and awareness across multiple channels. Her expertise includes global campaign ownership, enterprise client relations, communications, public relations, budget development and prioritization, and people management.

As the leader of BLB&G's marketing team, Alexa applies her expertise in marketing strategy, brand positioning, and client relationship management to elevate the firm's profile and lead high-impact campaigns that align with the firm's long-term strategic goals. She is responsible for overseeing the creation and execution of comprehensive marketing plans, optimizing marketing operations, and collaborating with key stakeholders to unlock new growth opportunities.

Before joining BLB&G, Alexa served as Marketing Director at Mazars (now Forvis Mazars), a global audit, tax, and advisory organization, where she played a pivotal role in shaping the brand strategy and creative direction for key industries and service lines.

Alexa holds a B.A. in Psychology from the University of Michigan.

Education

- University of Michigan, 2004, Bachelor of Arts, Psychology