

LABOVITZ ENTERPRISES

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MARK LABOVITZ **Biography**

Mark Labovitz is President and Chief Executive Officer of Labovitz Enterprises, a Duluth based and family owned business that owns and operates hotels and real estate in Beavercreek, Ohio, Bozeman, Montana and Duluth, Minnesota. Labovitz is primarily responsible for identifying and managing investment and new business opportunities.



Labovitz also manages Labovitz Consulting, providing marketing research, database analysis and project management services. He has 15 years of experience designing and implementing reporting and tracking systems to evaluate business and marketing strategies and specializes in linking research and corporate data to improve managerial decision-making. Clients include Wealth Enhancement Group, Macys.com and RBC Dain Rauscher.

Labovitz managed the marketing research and database department of RBC Dain Rauscher from 1996 to 2003. His team had responsibility for all marketing research activities, including qualitative and quantitative primary research for retail and institutional business lines. The team also developed, maintained and employed several database and reporting environments to evaluate client behavior, market potential, sales force performance and branch locations. Under his leadership the firm evolved from having no internal marketing research resources and a very limited database analysis capability to having robust internal research, database and reporting expertise that earned the department regular, participating roles in most strategic planning efforts. Peers and organizations such as the VIP Forum, a financial services industry research consortium, now recognize Dain as among the best in the industry at applying marketing research and data analysis tools to benefit its business.

Labovitz started his career as an investment banking analyst in Dain Bosworth's Public Finance Department. After earning his MBA from the Peter F. Drucker Graduate School of Management in Claremont, California, he held positions in the Corporate Development and Strategic Information departments of First Bank System prior to rejoining Dain. Labovitz graduated from the University of Minnesota Duluth in 1985 with a degree in Business Administration.