



# Laura Boyd

Laura is the president at LaBreche, and helps run the agency, primarily through her focus on new business and client service.

Laura's track record of career success has been driven by a determination to foster organizational growth and develop management programs that motivate teams to reach their goals. Those qualities make her an ideal president and director of business development, and an integral member of the LaBreche leadership team.

Prior to joining LaBreche, Laura served as director of marketing and business development for Froehling Anderson CPA firm, where she implemented strategic marketing tactics and targeted business development plans. Laura previously served as the chief marketing officer at LarsonAllen, a national accounting firm, and project manager for Lutheran Brotherhood (now Thrivent) and Custom Research Inc.

Laura earned a Master of Arts in organizational leadership from the College of St. Catherine, a mini Master of Arts in financial management from the University of St. Thomas and a Bachelor of Arts in psychology from Cornell College.

For Laura, community involvement is a part of her daily life. She serves on the advisory board for Klein Bank in Chanhassen, is a member of the board of directors for Minnesota Viking Matt Birk's HIKE Foundation, member of the Woman's Club and serves as the treasurer on the St. Michael's Lutheran Church Parish council.

**Hometown:**

Forest Lake, Minn.

**Birthday:** October 10

**Fascinating family fact:**

I moved 18 times before I was 15 years old.

**Favorite color:** Purple

**My daily media fix:**

I like to read the *Business Journal* and, of course, *People*.

**Person I admire and why:**

I admire my mom for her strong work ethic and caring heart.

**Farthest place I've traveled:**

France

**Something you might not know about me otherwise:**

I was a campaign manager for a Minnesota state representative right out of college.

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