



Esther Lofgren

Vice President, Business Development & Marketing, The SPECTRUM Group

Expertise Areas

- Strategic Business Development and Marketing
- Security and Technology Integration and Management
- Improving Business Processes and Shareholder Value
- Advanced Data Science and Analytics
- Leadership Development and Training
- Active Top Secret Clearance

Professional Experience

Ms. Lofgren, Vice President for Business Development and Marketing at The SPECTRUM Group (TSG), supports TSG clients and TSG's senior subject matter experts in strategic analysis, security, marketing, business development, and solution implementation arenas. She delivers expertise in U.S. and global advanced manufacturing, security and cyber security (including NIST, CMMC, ISO, and FAR/DFAR standards), aerospace and defense, energy, healthcare, government relations and strategic communications, and organizational performance and leadership.

Prior to joining TSG, Ms. Lofgren led customized cloud, technology, and data science solutions as well as business process reengineering projects for federal and commercial security clients in the Strategic Innovation Group at Booz Allen Hamilton. She previously served as Director of Business Development at SGI Global, with responsibility for creating and implementing marketing strategy, developing strategic partnerships, and managing all U.S. government proposals.

Previously, Ms. Lofgren developed a sports wearable and app as Founder and Chief Marketing Officer of Hegemony Technologies, a Bay Area start-up. She is an accomplished public speaker and has worked extensively in leadership and organizational development spaces. Ms. Lofgren is an Olympic gold medalist and was a ten-time member of the U.S. national rowing team. Outside of TSG, she volunteers for organizations that promote sports and health opportunities for all, including the Women's Sports Foundation, Row New York, and Champions for America's Future.

Key Positions

- Marketing Team Lead and Senior Consultant, Strategic Innovation Group, Booz Allen Hamilton
- Director of Business Development and Proposal Manager, SGI Global
- Member, Board of Directors, USRowing

Education

- M.S., Data Analytics, University of Maryland Global Campus
- B.A., Economics, Harvard University

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