



Denise Asker

Director of Marketing & Practice Growth
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Marketing

Denise joined Clayton & McKervervey's marketing department in 2015 to direct the firm's marketing, communications and business development activities, working closely with shareholders to advance organizational goals. She is responsible for initiating activities which support long-term relationships with clients, future clients, chambers of commerce, economic development partners, and business associates. Her role includes the development of marketing strategy and implementation, staff training, event and program management, sales activities, and governance of the firm's print and digital marketing communications.

Specializations

- » Business development
- » Marketing communications
- » Strategic planning
- » Public relations
- » Program management
- » Business operations

Education

- » Master of Management, Walsh College
- » Bachelor of Arts in Public Relations, Wayne State University

Connections in the Business Community

- » Association for Accounting Marketing, Strategic Communications Committee
- » Walsh College, Marketing Advisory Committee
- » American Marketing Association
- » Automation Alley
- » Detroit Regional Chamber of Commerce
- » Michigan Association of Certified Public Accountants
- » Inforum
- » PrimeGlobal

