



MICHELLE MARTIN
Latham Pool Products

Michelle Martin is the Director of Marketing Operations at Latham Pool Products, the leading manufacturer of in-ground residential swimming pools and components in North America. Michelle began her career at Latham as Project Manager in the Finance dept, and has brought her data analytics and project management skills over to Marketing to head up the new Marketing Operations department. The Marketing Ops team is responsible for producing sales and marketing analytics that help drive business decisions, managing the CRM System to ensure the sales team has a comprehensive tool to manage their business, and the Loyalty Programs that foster customer loyalty and promote growth.

Prior to Latham Pools, Michelle worked in Finance roles at Frito Lay and GlobalFoundries, and as a Marketing Process Implementations Manager at CDPHP. Michelle is also a graduate of the Sage Colleges in Albany, NY where she earned an M.B.A. in Business Strategy.