

## MOVERS &amp; SHAKERS

Sponsored by  
**lloyd**  
CONNECTING TALENT

**NAME**  
**LAURI CHRISTIANSEN**

**TITLE**  
**DIRECTOR OF MARKETING**

**FIRM**  
**SMARTSOURCE  
COMPUTER & AUDIO  
VISUAL RENTALS**

**FAVORITE PASTIME**  
**Spending time  
with her family**

# MARKETING WISE

Lauri Christiansen is an expert in business-to-business marketing. For the past 15 years, she has handled B2B marketing, sales and project management for large corporations and her own consulting firm.

Now, she brings her expertise to SmartSource Computer & Audio Visual Rentals, which welcomed her as director of marketing. Based in Hauppauge, the national company provides computer, audiovisual and trade show technology rentals and services.

Christiansen enjoys the "progressiveness" of the field of marketing and "the opportunity to have an impact on a business in creative way." She also thrives on the variety.

"There are so many different areas of marketing that as a marketing generalist I have had the opportunity to touch," she said.

For the past four years, Christiansen was the owner and principal of B2B Marketing Strategies, a consulting firm that specialized in serving clients in the distribution, technology and industrial markets. She assisted nearly a dozen companies by developing and executing marketing and sales strategies, managing strategic projects and producing branded marketing content.

Prior to going out on her own, she was director of marketing and business development for Interline Brands, where she acted as brand leader for the security hardware and access control business. She has also been a senior manager of product information services in brand marketing for ADI (Honeywell International), marketing electronic security products to systems integrators and identifying new avenues for growth. She also served as a program manager for MSC Industrial, developing and marketing electronic value-added programs and services to increase customer retention.

Christiansen holds a Master of Business Administration in marketing from Hofstra University. She received a Bachelor of Science in marketing from Penn State University and currently serves on the board of directors for the Penn State Long Island Chapter Alumni Association. She is also a certified project management professional and serves as the director of social media and board member for the Project Management Institute of Long Island.

The position at SmartSource "is a great opportunity with a great leadership team, and it was a natural fit for my background," she said.

■ BERNADETTE.STARZEE@LIBN.COM

## Healthcare

**Michael Burghardt** was promoted to assistant vice president of administration at John T. Mather Memorial Hospital. Burghardt joined the Port Jefferson hospital in 2009 as administrative director of imaging services.



**MICHAEL  
BURGHARDT**

Allied Physicians Group of Melville welcomed physicians **Dr. Frank Roberto** and **Dr. Jessica Mantzouranis** to its team when their New Hyde Park practice, New Hyde Park Pediatrics, became part of the group.

**Dr. Ann Anderson**, director of pathology at Integrated Medical Professionals in Melville, was appointed a member of the New York State delegation to the College of American Pathologists' House of Delegates committee.



**ANN ANDERSON**



**ROGER SULLIVAN**

**Roger Sullivan**, director of psychosocial and support services at Good Shepherd Hospice in West Islip, was named chairman of the board of trustees of the Hospice and Palliative Care Association of New York State.

## Law



**MATTHEW DIDORA**



**JEFFREY NEUMAN**

Abrams, Fensterman, Fensterman, Eisman, Formato, Ferrara & Wolf in Lake Success welcomed **Matthew Didora** as partner and director of the commercial litigation department. Previously, Didora was a partner and co-chairman of the litigation department at Ruskin Moscou Faltischek in Uniondale.

**Thomas Cooke** rejoined the firm as an associate, after practicing with Rubin, Fiorella & Friedman in Manhattan. He will handle all aspects of no-fault insurance litigation. **Jeffrey Neuman** also came aboard as an associate, focusing on nursing home litigation and Medicaid matters. His most recent firm was Vincent J. Russo & Associates of Westbury and Long Beach.

**Leslie DiBenedetto** is the newest associate in the Melville office of employment and labor law firm Littler. Previously, the attorney practiced with Kaufman, Dolowich & Voluck, which has offices in Woodbury.

Three attorneys at Pegalis & Erickson in Lake Success were elected to the board of directors of the New York State Trial Lawyers Association. **Annamarie Bondi-Stoddard**, managing partner at the law firm, will serve as an officer and deputy treasurer. Senior Partner **Stephen Erickson** and attorney **Gary Nielsen** were named board members.



**ANNAMARIE  
BONDI-STODDARD**

## Marketing

After his recent sale of The CelebrityCafe.com, an Oceanside-based online entertainment magazine, to a Japanese firm, **Dominick Miserandino** established Dysleximedia.com, a marketing/web analytics consulting firm, also in Oceanside.

## Real Estate

**Justine Ventriglia-Green** joined Keller Williams Realty Homes & Estates in Hauppauge as a salesperson. Ventriglia-Green is new to the real estate industry.



**JUSTINE  
VENTRIGLIA-GREEN**

## Transportation

Bouchard Transportation Co., an ocean-going petroleum barge company in Melville, appointed **Brendan Bouchard** vice president of sales and operations. Bouchard is the fifth generation of Bouchard family members to work in the company.

## Utilities

**Brian Bruce** was promoted to president of New York American Water. Based in Merrick, he leads operations for the investor-owned water utility, which serves more than 350,000 people in Long Island and Upstate New York. Prior to his promotion, he was first vice president of operations.



**BRIAN BRUCE**

PLEASE EMAIL MOVERS AND SHAKERS RELEASES AND PHOTOS TO NEWSMAKERS@LIBN.COM OR SUBMIT ONLINE AT WWW.LIBN.COM. COMPILED BY BERNADETTE STARZEE.

## Who Got Hired Last Week?

- Director of Development – Nonprofit
- Superintendent – Construction
- Physician – Healthcare
- Bilingual Administrative Assistant – Law Firm
- Graphic Designer – Consumer Products
- Facilities Manager – Import/Export

RECENT LLOYD  
PLACEMENTS



OUR NET PROMOTER  
SCORE IS  
8 times higher than  
the Staffing/  
Recruitment  
industry average!  
Based on the ratings of  
client companies.

**lloyd**  
CONNECTING TALENT  
631.777.7600 search@LloydStaffing.com