



### **About Peg McDermott**

Peg McDermott is an award-winning marketing communications expert, Digital Marketing specialist, and public speaker. Peg is the founder and president of COGO Interactive, an innovative digital marketing agency specializing in helping companies increase revenue and market share by leveraging today's digital technologies.

Peg's gained proficiency during her 25 years of marketing and advertising agency experience. She is an expert in website design & functionality and works with clients to develop solid online marketing plans that includes Social Media Marketing, Search Engine Optimization, Web Development and Inbound Marketing.

Before launching COGO, Peg served as vice president for Ecendant Interactive, where she played a pivotal role in grooming the company from a small start-up into one of the top 13 interactive marketing agencies in the Washington DC Metro area.

Peg received a BA in Communication Studies from Oswego State University (SUNY) in New York and enjoys golf, yoga, and travel.