



## Liz O'Rourke Kupcha 2011

February 22, 2011 - Long Island

Name: Liz O'Rourke Kupcha, CPSM

Title: President

Company: Kupcha Marketing Services

Location: Amity Harbor, NY

Place of birth: New York, NY

Family: Married to John and have one daughter, Jordyn.

College: BA, Psychology from LIU-C.W. Post

First job unrelated to your current field: Account executive for an employment agency

First job in current field: Marketing coordinator for Muñoz Engineering, P.C.

What your firm does now and its plans for the future? I launched my marketing consulting firm last year and assist firms with various marketing and business development efforts. My firm was recently certified as an M/WBE with DASNY and has M/W/DBE certifications pending with other agencies.

I'm working on expanding the service offerings of my firm.

Hobbies: Going to Yankee games

Favorite novel: Zig Ziglar's "See You at the Top"

Favorite film: "Ferris Bueller's Day Off"

Keys to success: Strong ability to roll with the punches.

Person you most admire (outside of family): It's tough to pick one person but I admire, those that have worked through any adverse factors and made a commitment to succeed.

If you had to choose a different profession, what would it be? Veterinarian

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