Audra Penny, Profiled By Influential Women, Embraces Curiosity And Innovation In Marketing Technology



CHARLOTTE, NC, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- An Associate Solutions Consultant, Audra Combines Financial Services Experience, Digital Expertise, and a Commitment to Continuous Learning

Charlotte, North Carolina – Audra Penny is an Associate Solutions Consultant specializing in enterprise platforms, digital transformation, and enablement. With a career spanning banking, retirement brokerage, advisor services, financial services, and marketing technology, she has developed a unique ability to understand complex business needs and translate them into practical, scalable technical solutions. Her professional journey reflects a willingness to step outside her comfort zone, learn continuously, and pursue opportunities even when the path ahead is uncertain.

Audra recently began a new chapter as an Associate Solutions Consultant at ListEngage, building on an extensive background in business analysis, marketing technology, platform adoption, and cross-functional collaboration. Previously, she worked at Equitable as a Business Analyst supporting the annuity business, where she focused on optimizing marketing technology ecosystems, including Salesforce Marketing Cloud and Seismic.

In that role, Audra partnered across Marketing, Product, IT, and Distribution teams to improve platform adoption, enhance digital experiences, and provide data-driven insights through executive dashboards that supported strategic decision-making. Her work required both technical understanding and the ability to communicate effectively with stakeholders across

different areas of an organization.

That combination has become central to Audra's professional identity. Rather than viewing technology as an isolated function, she sees it as a means of connecting people, processes, data, and business objectives. Her experience has given her an appreciation for the importance of understanding not only how a platform works, but also why an organization needs it and how employees can use it effectively.

Audra's path into digital strategy and technology was not linear. She began her career as a bank teller before progressing through roles in banking, retirement brokerage, advisor services, and eventually marketing technology. Along the way, she gained experience in client-facing operations, advisor support, CRM and platform training, and enterprise process improvement.

Each position contributed another layer to her professional development. Rather than viewing earlier roles as separate chapters, Audra recognizes how those experiences collectively prepared her for the work she does today. Her operational background gave her an understanding of how business processes function at the ground level, while her later technology-focused roles allowed her to apply that understanding to larger enterprise challenges.

Her educational background has also contributed to the breadth of her perspective. Audra holds a Bachelor of Arts in English with a focus in Creative Writing and minors in Psychology and Journalism from Western Michigan University. Although her degree is rooted in the humanities, the communication, writing, analytical, and interpersonal skills developed through that education have become valuable assets throughout her career.

She has complemented that foundation with technical and professional certifications, including Salesforce Certified Marketing Cloud Engagement Administrator, Salesforce Certified Data 360 Consultant, and Salesforce Certified Marketing Cloud Email Specialist credentials. She has also completed training in the Fundamentals of Email Deliverability, Leadership Essentials, Self-Leadership, Team Leadership, Business Leadership, and ASPPA Retirement Plan Fundamentals.

For Audra, professional development is not simply about collecting credentials. It reflects her broader philosophy that learning should remain a continuous part of a career.

Audra attributes much of her success to God, along with the unwavering support of her family and friends. Their encouragement has given her the confidence to pursue opportunities, navigate challenges, and continue developing throughout both her career and personal life.

She also identifies curiosity as one of the qualities that has contributed most significantly to her growth. Audra has always enjoyed learning, asking questions, and exploring new ways to improve. That mindset has encouraged her to pursue opportunities that stretch her abilities rather than simply remaining in familiar environments.

She has learned that professional growth often occurs when people are willing to become uncomfortable. Familiarity can provide stability, but remaining in the same environment indefinitely can also lead to complacency. Some of the most formative moments in Audra's career came when she decided to pursue something unfamiliar, whether that meant applying for a new opportunity, taking on an unfamiliar project, or reaching out to someone she had never met.

One of the most important pieces of career advice Audra has received is simple: do not be afraid to try something new.

That lesson became particularly meaningful during an earlier stage of her career. Audra found herself in a position that no longer provided the growth she needed and was beginning to contribute to burnout. A mentor encouraged her to step back and consider whether she was truly on the right path.

The conversation ultimately led Audra to Equitable, where she initially joined in a call center and operational support role. She was grateful for the opportunity to join a larger organization, but after several months, she again began to feel that she could be capable of something more aligned with her strengths and interests.

Instead of accepting that feeling as inevitable, she started looking for another opportunity within the organization. That was when she discovered Equitable's Emerging Leaders Program on the company intranet.

The program was primarily intended for recent college graduates and allowed participants to rotate through three different areas of the business, gaining a broader understanding of how the organization operated. Audra did not fit the traditional profile of the program, but she applied anyway.

Her reasoning was straightforward: the worst possible outcome was being told no.

She was accepted.

That decision became one of the pivotal moments in her professional journey. The Emerging Leaders Program expanded her understanding of the organization, exposed her to different areas of the business, and opened doors she had not previously imagined. More importantly, it reinforced her belief that opportunities often emerge when people are willing to take a chance before they know exactly how things will turn out.

The experience continues to influence Audra's advice to others. She believes opportunities can begin with something as simple as applying for a position despite not meeting every listed qualification, asking someone a genuine question on LinkedIn, or initiating a conversation with a professional whose work is interesting.

A rejection is possible, but so is an unexpected opportunity.

For younger women entering marketing technology, Audra places particular emphasis on maintaining an innate sense of curiosity. The industry continues to evolve rapidly, with professionals working across platforms and disciplines that include Salesforce, HubSpot, Seismic, search engine optimization, social media, and artificial intelligence.

Because technology changes so quickly, Audra believes professionals cannot rely solely on the knowledge they already possess. Remaining relevant requires an openness to learning, experimentation, and change.

Curiosity can also create opportunities. When professionals encounter a technology or capability that interests them, Audra believes they should take the initiative to understand it rather than waiting for someone else to assign them the task. Learning how a new tool works and considering how it could solve an existing organizational problem can create value while also expanding an individual's capabilities.

Audra also encourages professionals to maintain an open mindset about the less enjoyable aspects of their work. Her own career has included responsibilities involving data analysis, SQL queries, HTML, and other technical tasks that are not necessarily the areas she enjoys most. However, she has learned not to define her entire career by the responsibilities she happens to have at a particular moment.

Technology is constantly changing, and the role someone performs today may look very different in the future.

Artificial intelligence is one of the clearest examples of that transformation.

For Audra, AI represents both a significant challenge and an enormous opportunity. She has observed that people have responded to the technology in very different ways. Some are concerned about the possibility of AI replacing jobs, while others have embraced it as a tool for working more efficiently and creating additional value.

Audra believes the reality is more nuanced. AI is disruptive, and disruption naturally creates uncertainty. At the same time, she believes professionals should learn how to work alongside the technology rather than simply resist it.

AI can be particularly valuable when applied to repetitive and time-consuming activities. By reducing the amount of manual work required for certain tasks, it can potentially give professionals more time for creative thinking, problem-solving, collaboration, and strategic decision-making.

For those who are uncertain about where to begin, Audra recommends starting small. Professionals can experiment with AI by using simple prompts to rewrite an email, summarize information, brainstorm ideas, or organize their thoughts. As people become more comfortable with the technology, they can begin identifying more sophisticated ways it may support their responsibilities.

Audra does not believe professionals need to know everything about AI immediately. Instead, she believes the willingness to continue learning will be increasingly important.

That philosophy reflects the broader approach she has taken throughout her career. Rather than trying to predict exactly what the future of technology will look like, Audra focuses on remaining adaptable enough to respond to it.

Emotional intelligence is another important value in Audra's professional and personal life. She believes self-awareness allows people to understand what they bring to a team while also recognizing that they do not have to possess every answer.

Her experience working in financial services and technology, traditionally male-dominated environments, has reinforced the importance of remaining authentic. Audra does not view passion or emotional intelligence as weaknesses. Instead, she considers them strengths that can contribute to effective communication, collaboration, and leadership.

When she believes a proposed solution is not feasible or a decision could create challenges, Audra is willing to advocate for her perspective. At the same time, she recognizes that effective communication involves more than simply having the right information. How an idea is communicated can be just as important as the idea itself.

For Audra, professionalism, empathy, and respect help create productive conversations, particularly when colleagues have different opinions.

She has also learned the importance of managing emotions without suppressing them. Frustration and disappointment are natural parts of both professional and personal life. Rather than allowing those emotions to dictate her actions, Audra has learned to acknowledge them, pause, and return to difficult situations with greater clarity.

That ability to refocus has helped her become a stronger teammate and more effective professional.

Authenticity is equally important. Audra believes people perform at their best when they feel comfortable bringing their genuine selves into the workplace. She has never wanted to conform to someone else's definition of what a leader should look or sound like.

Instead, she strives to lead with integrity, communicate honestly, and establish trust through

transparency and consistency.

Her approach to leadership is therefore closely connected to her approach to learning. Both require self-awareness, openness, and a willingness to recognize that there is always more to understand.

As Audra continues her work in enterprise solutions and digital transformation, she remains focused on the intersection between technology and meaningful business outcomes. Her career has given her experience from multiple perspectives, from front-line client interactions to operational support, advisor services, business analysis, marketing technology, and enterprise platforms.

That range of experience allows her to approach technical challenges with an understanding of the people and processes behind them. It also reinforces her belief that successful technology solutions are not simply about implementing platforms. They are about helping people use those platforms effectively and connecting technology to genuine organizational needs.

Her transition into the role of Associate Solutions Consultant at ListEngage represents another opportunity to apply that perspective while continuing to learn. As enterprise technology continues to evolve, Audra is prepared to remain curious, ask questions, explore unfamiliar areas, and embrace the changes that come with working in a rapidly developing field.

Outside of her professional responsibilities, Audra enjoys reading, fitness activities, spending time outdoors, and being with her miniature dachshund, Winston. These interests provide balance while complementing the same curiosity and appreciation for continuous growth that characterize her professional life.

Ultimately, Audra's story is one of taking chances, learning from uncertainty, and refusing to become too comfortable with what is familiar. Her progression from banking and client-facing operations into enterprise technology demonstrates how seemingly unrelated experiences can become valuable foundations for a new career direction.

Her advice remains consistent with the lessons she has learned herself: stay curious, be willing to try something new, accept that rejection is part of the process, and remain open to where an unexpected opportunity may lead.

As technology continues to change the workplace, Audra believes curiosity and adaptability will remain essential. Whether the next development involves artificial intelligence, marketing automation, enterprise platforms, or technologies that have yet to emerge, she intends to keep learning and exploring.

For Audra, professional growth is not about reaching a point where there is nothing left to learn. It is about remaining willing to ask questions, embrace uncertainty, and discover what might be

possible on the other side of the next challenge.

Learn More about Audra Penny:

Through her Influential Women profile: https://influentialwomen.com/connect/audra-penny

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