

LAURIE HERMANCE-MOORE, MLS, AG®



Heritage Bridge

4921 Stoney View Court, Columbus, OH, 43231

614.288.5656

Laurie@HeritageBridge.com

ACCREDITED GENEALOGIST®

Accredited in January 2019 for genealogical research in U.S. Midwest states by the International Commission for the Accreditation of Professional Genealogists, internationally recognized as ICAPGen.SM States: Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Missouri, Iowa.

PROFESSIONAL EXPERIENCE

- 2017-Present **Owner, Heritage Bridge Genealogy**
Professional genealogy research for forensic and family history clients.
- 2017-present **1st Vice President, Ohio Genealogical Society**
Strategic planning leadership and board oversight for the nation's largest state genealogical society (4500 members).
- 2001-2020 **Marketing Research Director, IBM and other agencies**
IBM (2017-2020); Resource / Ammirati (2007-2017), Gerbig, Snell, Weisheimer (2001-2007)
Senior level researcher and strategist at various digital marketing agencies, working directly with executive clients in B2B and B2C industries. Designed and executed primary and secondary research to meet objectives. Planned and executed strategic planning sessions.
- 1990-2000 **Assistant Manager, Columbus Metropolitan Library, Business Division**
Collection development and extensive reference experience with business owners, students, and other library customers.

EDUCATION

B.A., U.S. History, University of Kansas, 1985
Master's in Library Science, University of Alabama, 1987
Master's in Marketing, Franklin University, 2003
Boston University, Certificate in Genealogical Research, 2015
Professional Genealogy (ProGen) Study Group, 2017
2020 Salt Lake Institute of Genealogy, *Fundamentals of Forensic Genealogy*
2017 Genealogical Research Institute of Pittsburgh, *Old Northwest Territory*
2017 Salt Lake Institute of Genealogy, *Immigration*
National Genealogical Society Conference: 2015, 2017, 2018, 2020 (Speaker)
Association of Professional Genealogists Professional Management Conference: 2015, 2016 (Speaker)
Ohio Genealogical Society Conference: 2014, 2017, 2018, 2019, 2020 (Speaker).

PROFESSIONAL ASSOCIATIONS

International Commission for the Accreditation of Professional Genealogists
Association of Professional Genealogists
Ohio Genealogical Society
National Genealogical Society