

**Joan Bluestone Landorf**  
**Executive Vice President**  
**Axis Promotions, Powered by HALO**

Joan has been Axis' Executive Vice-President for 16 years and leads many of our corporate accounts. In January 2020, Axis was acquired by HALO Branded Solutions. Joan will continue driving the Axis Powered by HALO division and mentoring Axis key performers. Holding many years of experience in consumer packaged goods and promotional marketing, Joan brings to Axis a true strategic marketing approach to campaign development and relationship-driven account management.

Preceding Axis, Joan founded Corporate Visions, a woman-owned marketing promotions company specializing in creative corporate gifts, premiums, and targeted marketing programs. Growing the business from an idea to a leader in the space, Joan and Larry Cohen, Axis' President, merged their businesses in 2004. In 2019, Joan and Larry were named to the ASI Power 50 List, ranking the most influential people in the industry. Prior to forming Corporate Visions, Joan spent 7 years in senior brand management roles at Clairol.

Joan is an active speaker and member of the Women Presidents' Organization and board member of Girls Inc. Westchester. She completed her MBA in Marketing from New York University, Stern School of Business.