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Point Names Heather Julian, Chief Marketing Officer, Expanding Senior Living and Financial Services Expertise

[DALLAS, [April 10, 2026] – Point is adding serious firepower to its team, naming Heather Julian as Chief Marketing Officer. Julian is a results-driven executive who has led high-performing marketing teams and delivered growth across complex, competitive industries and markets.

Julian's background spans sales, growth strategy and brand development, leading in-house marketing in financial services, fintech, and senior living. Her expertise includes brand-to-demand marketing, supported by data-powered targeting and a deep knowledge of major and niche CRM and marketing automation platforms. Her addition strengthens Point's ability to deliver smart, strategic initiatives that drive real results for clients.

"The addition of Heather is a significant step forward for our team," said **Susan Owen**, CEO of The Point Group. "She came to marketing through a commercial lending background, which means she understands the financial impacts of strategy across multiple industries in a way most marketers will not. As a marketing veteran, her client-side perspective, combined with our leadership team's deep experience in hospitality, healthcare, real estate, senior living, and B2B marketing, elevates the level of insight and strategic guidance we bring to our clients every day."

Julian will focus on growing the agency and expanding its capabilities. Her fintech and banking expertise complements Point's existing expertise in finance and professional services. Paired with Owen's background in banking, the team is uniquely positioned to better understand the complexities of real estate capital investment, financing and regulated markets, further strengthening support for clients navigating these industries.

"Point thinks like a business partner, not just a marketing agency," said Julian. "What drew me here was the team's clear, strategic approach and deep expertise in building brands and delivering revenue-generating plans. I know what good results look like from the client side, and my goal is to help more organizations benefit from what this team delivers."

Julian's addition strengthens Point's competitive advantage: a leadership team with both agency and client-side experience and strategic growth expertise, offering a more comprehensive, practical approach to solving client challenges.

Point's continued growth comes on the heels of being named 2026 Senior Living Marketing Agency of the Year by ElderCare Review, a recognition that underscores the agency's leadership and innovation within the industry.

About The Point Group

The Point Group (Point) is an independent, full-service marketing communications firm headquartered in Dallas-Fort Worth. With roots connected to Tracy Locke, Point brings more than 30 years of experience helping organizations drive growth through integrated strategy, branding, creative, public relations, digital marketing, social media, and paid media.

Point serves startups through Fortune 500 companies across healthcare, financial services, real estate, senior living, hospitality, and technology. The firm's in-house production arm, Point Studios, delivers high-quality video, podcast, and content production.

Point is ranked #4 in the Top Public Relations Firms in Dallas by the Dallas Business Journal and recognized for award-winning creative. The agency's approach combines senior-level expertise with practical, results-oriented execution designed to drive measurable business outcomes.

For more information, visit www.thepointgroup.com