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Elizabeth McLaughlin, 29

September 29, 2004

Chief Operating Officer
Southeastern Institute of
Research (SIR)



It's been little more than a year since an ambitious young woman boldly partnered with a colleague to buy Virginia's oldest research firm in hopes of revitalizing it. Since then, with Elizabeth McLaughlin steering operations at the Southeastern Institute of Research, the company has added big accounts, including VDOT, the American Chemical Society, the U.S. Department. of Labor and the Virginia Tobacco Settlement Foundation.

An Arkansas native, McLaughlin brings a commitment to her community. New to the city from Charlottesville last year, McLaughlin quickly became involved in strategic planning for the William Byrd Community House, which provides a full range of community-based programs for the inner city and the citizens who live there.

"She's the ideal partner," says William Byrd CEO John Martin: "Strategic, insightful, honest, fair and extremely humble."

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