

FRANCES GRANGE SMITH



Frances Grange Smith passed away peacefully on October 3, 2024, in Phoenix, AZ, at the age of 85. Born on April 11, 1939, Francey was a pioneering force in marketing and advertising, known for her innovative use of customer data to drive corporate strategy and sales. She was an early female executive and a trailblazer who served as a role model and mentor for those who followed.

Francey began her groundbreaking career in the sixties in her native Pittsburgh, working with local PR, retail, and broadcast entities such as Gimbels, Joseph Horne Company, and WTAE TV. Her talents caught the attention of ABC, prompting a move to Chicago where she grew retail sales for affiliate radio stations. Francey's passion for direct marketing flourished in New York, where she worked with Young and Rubicam and Allied Graphics. She later led direct marketing services at Bloomingdale's, and with the financial success of using targeted customer data, she established herself as a pioneer and leader in customer data utilization.

An adventurous spirit, Francey traveled the globe, always eager to embrace new cultures, experiences and create new friendships. She eventually made her way back to Chicago, where she founded her own consulting firm, partnering with peers and companies to optimize their marketing strategies.

Francey is survived by her siblings, Martha S. Butler of Phoenix and Joseph V. Smith of Houston, alongside numerous nieces, nephews, grandnieces, and grandnephews across Arizona, California, Georgia, Massachusetts, New Jersey and Texas. She was preceded in death by her sister, Jane Smith O'Connor, and her parents, Jane Beck Smith Wells and Joseph Grange Smith.

A graduate of Trinity College in Washington DC, and Sacred Heart high school in Pittsburgh, Francey's legacy as a curious, creative, and transformative force in both her professional and personal life will be remembered by all who knew her. Special thanks to those at the Terraces of Phoenix and Hospice of the Valley for making her final days peaceful.

In remembrance of Francey, please post your memories at:

WHITNEY & MURPHY FUNERAL HOME

(whitneymurphyfuneralhome.com)

Donations may also be made in Francey's name to Hospice of the Valley (hov.org). Burial will take place at a later date in Pittsburgh, PA.

Send condolences post-gazette.com/gb