

# SUZANNE M. HOHMANN

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## EXPERIENCED MARKETING / EVENT MANAGEMENT PROFESSIONAL

Strategic-thinking, results-driven professional dedicated to delivering success through the development and execution of integrated marketing strategies that include event management. Recognized as an exceptional performer who motivates teams to accomplish ambitious goals and drive successful business results. Proven record of achievement in leading marketing and event strategies to build awareness. A key contributor who thrives in a challenging environment, executes quality output under tight deadlines, and has a proven track record of leadership and success.

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## PROFESSIONAL EXPERIENCE

### MARKETING COMMUNICATIONS MANAGER

May 2009 – May 2010

#### MEDICAL ACTION INDUSTRIES INC. (Brentwood, NY)

*Global manufacturer of disposable medical and hospital products. Reported to VP of Marketing.*

As the first Marketing Communications Manager, collaborated with Marketing Directors to create and implement focused and integrated campaigns, literature, product catalogs, Web site, and mailings. Directed conventions focus based on market segments and target audiences. Internal communications included designing, writing/editing, and publishing a 12-page monthly newsletter to sales force.

Best practice development included new strategic conventions process to ensure focus, value, and consistency; new Marketing Document Control SOP; and literature inventory and fulfillment capability by collaborating with two remote facilities. Liaison for external agency management. Event management included national tradeshow, National Sales Meeting, Sales and Marketing Roundtables, and annual President's Club incentive trip.

### CONSULTANT

2008 - 2009

#### Marketing Communications / Event Management

[www.integratedmarketingsol.com](http://www.integratedmarketingsol.com)

### SENIOR MANAGER, MARKETING COMMUNICATIONS (promoted from Manager)

1998 - 2008

#### BARD PERIPHERAL VASCULAR, INC. (Tempe, AZ)

*Global medical device manufacturer of surgical, interventional, and biopsy products. Reported to VP of Global Marketing.*

Developed and managed \$2.6 million Marketing Communications plan and budget, implementing integrated plans utilizing campaign channels that maximized market impact on target segments and audiences. Collaborated with Marketing Managers on global product launches and provided opportunities for expanding market reach. Led new global company brand identity/logo effort after merger and rolled out to all offices.

Created strategic media plans to increase advertising presence in medical journals, convention dailies, and industry trade publications through use of editorial and distribution calendars. Championed new global Web site (reflected division merger, product launches, global representation, and FDA industry mandate). Wrote and implemented Marketing Document Control SOP resulting in successful audits. Ensured FDA and AdvaMed compliance by working closely with Regulatory and Clinical Affairs, Legal, R&D, and Quality on marketing 'labeling.'

Developed and leveraged strong relationships with industry associations while managing 21 annual national conventions, and created new sponsorship opportunities to reinforce brands and significantly increase exposure. Planned and designed booth properties. Educational event experience includes CME symposia, KOL meetings, focus groups, labs, workshops, and investigator trials to educate customers on relevant topics, products, and methods of using devices. Directed annual National Sales Meeting team towards agenda development and led team of external production and creative staff. Managed venue selection, onsite logistics, and nearly \$1 million budget.

Led large-scale integration of Marketing, Sales, and Conventions groups due to division merger, and restructured team to support increased sales force. Recruited, led and developed Sales and Office Services, Marketing Document Control, and Conventions staff. Liaison for external agency management. Designed, wrote, and published monthly newsletter celebrating firm's 2007 volunteer projects.

**MARKETING PROGRAMS MANAGER**  
**RENAISSANCE WORLDWIDE, INC. (Lincoln, MA)**

1997 – 1998

*Global consulting firm specializing in business management and I/T staffing. Reported to VP of Marketing.*

Led establishment of global marketing communications strategy after merger. Managed global logo/brand identity effort with headquarters, advertising and design firms, and independent creative staff. Ensuring consistency, rolled out to 100 global offices: building signage, stationery, client mailings, print collaterals, standards/templates, and promotional items. Designed and implemented firm's first Web site to reflect new company structure.

Partnered with senior management to develop executive forums in the U.S. and London (U.S. Embassy) and 14 one-day events with U.S. regional offices and clients. Targeted audience, created branding, ensured consistent communications, and managed onsite logistics and team. Managed relationships with creative agencies and printers. Served as coach for department members less experienced in larger marketing issues.

**MANAGER**  
**SUCCESS BY DESIGN (Arlington, MA)**

1995 - 1997

*Customized marketing, events management, and project management*

Managed business survey project on e-commerce trends utilizing Web survey and telemarketers. Facilitated and managed the following strategic executive events from inception to completion:

- CSC Exchange – annual marketing event with nearly 2,000 Fortune 500 business attendees
- CSC Index "Learning Journeys" – executive education tours at Fortune 500 I/T and media firms
- CSC / J.P. Morgan Pinnacle Alliance – special event in NYC (450 attendees) celebrating outsourcing merger
- Ernst & Young Center for Business Innovation – seven 2-day executive meetings across the U.S.
- Perot Systems' TimeØ – CEO Roundtable

**MARKETING MANAGER (promoted from Marketing Associate)**  
**CSC INDEX / CSC CONSULTING GROUP (Cambridge, MA)**

1990 – 1995

*Reported to Senior VP of Marketing*

*Global strategy consulting firm that pioneered business reengineering*

Developed and managed corporate marketing communications plan of \$2+ million. Implemented new branding effort after merger. Partnered with San Francisco office to start up Asian marketing operations and create international marketing infrastructure.

Project Manager for three best-selling books: *Reengineering the Corporation*, *Reengineering Management*, and *The Discipline of Market Leaders*. Worked with authors, writers, domestic/international book agents, HarperBusiness publishers and publicity directors, and printers. Managed promotions and book tours.

Program Manager for *CSC Exchange*, an annual marketing event with nearly 2,000 Fortune 500 business attendees. With \$1 million budget, facilitated five divisions towards agenda development (including 100 speakers), team management, and logistics planning. Managed additional executive events in Hong Kong, Seoul, Tokyo, Toronto, London, and Brussels, utilizing translators, satellite, and prominent business and education leaders as speakers. Managed company Speakers Bureau, interacting with media on requests for information.

**EDUCATION**

University of Phoenix; Phoenix, AZ / Candidate for MBA (Nov 2010)  
Boston College; Chestnut Hill, MA / BA, Business Administration

**COMMUNITY SERVICE**

Project Leader – Make a Difference (Hands-on Network); Phoenix, AZ  
Voted "Outstanding Serve-A-Thon for Schools Volunteer Leadership."  
Project Leader at Phoenix Ronald McDonald House leading monthly spruce ups.