

Mary Colburn-Green,  
APR

# r e s u m é

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Dual Citizenship – Canadian & U.S.

## Education and Honors

Adjunct Professor of Marketing, University of the Virgin Islands,  
St. Croix, 1985

MBA Program - University of the Virgin Islands, 1986 &  
California State University at Sacramento 1977 (marketing  
strategy, brand management, research theory & organizational  
development);

BA Degree, University of California-Berkeley, Cultural  
Anthropology Major (graduated Phi Beta Kappa)

Accredited (APR), Public Relations Society of America, 1985

## Career Experience

**President** (1989 to present)

**Marketing Solutions/Atlantica, Inc.**

**& Marketing Solutions Inc. of MD**

[www.marketingsolutions-us.com](http://www.marketingsolutions-us.com)

CEO/Primary Consultant of full-service strategic research,  
planning, marketing and communications firms in U.S. and  
Canada; specializing in branding, business development,  
communication audits, marketing communications, internet  
optimization & global trade. *Affiliated with MCM Consultants, a  
network of European & Asian marketing and management  
consulting companies and Argency, a South American trade and  
marketing agency.*

**Marketing and Development Director** (1987-1988)

**United Shareholders Association, Washington, D.C.**

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

**President** (1981-1988)

**Management Resources, Inc.**

Columbus, Ohio, Washington D.C., and USVI

**Marketing and Public Relations Director** (1979-1981)

Richardson/Smith, Inc.

(Currently Fitch) Worthington, Ohio [www.fitch.com](http://www.fitch.com)

**Executive Director** (1977-1979)

**El Dorado County Builders Exchange & Citizens for Sensible**

**Growth, Inc., Placerville, CA** [www.goodbuilders.org](http://www.goodbuilders.org)

**Marketing Director** (1972-1977)

**Landor Associates, Inc., San Francisco, California**

[www.landor.com](http://www.landor.com) (then the leading branding & corporate  
communications firm in the world with 13 intl offices.)

## Career Highlights *cont.*

**Consulting Experience:** Founded/managed full-service marketing, research and management consulting firms with offices in Northern California, Columbus, Ohio, The Virgin Islands, Washington, DC area and New Brunswick, Canada. 25+ years as Primary Consultant for projects involving market research, strategic planning, corporate identity (branding), image-building, marketing communications, special events, motivation and training, and business development/acquisition (students/clients). Clients have included: international corporations, national associations, trade organizations, consulting groups, real estate developers, schools/universities & community colleges, financial and health-care institutions, public services, manufacturers, consumer product/service businesses, and nonprofits; Moderated more than 100 focus groups and managed research to help clients make strategic marketing and capital investment decisions. Website development and e-commerce optimization expertise.

### ***A few successes ...***

#### **Strategic Marketing Programs:**

- Research (focus groups) and marketing for eLearning university in Canada resulted in enrollment growth, successful accreditation, unique partnerships, and brand awareness in primary markets. Also strategic marketing programs for OSU, Hagerstown Community College, Ohio Wesleyan, as well as private schools [www.lansbridge.edu](http://www.lansbridge.edu)
- Increased membership from 15,000 to 48,000 in six-month campaign for a U.S. national association in consumer finance arena; Conducted communication audits for national professional and trade organizations.
- 20 years as exclusive marketing consultant for commercial contractor and metal manufacturer near Washington, DC, during which time the company's revenues increased 1,500% and it became market leader ([www.minghinis.com](http://www.minghinis.com)) ([www.airrowsheetmetal.com](http://www.airrowsheetmetal.com))
- Rebranded and marketed 75- year old community health service organization in Saint John, NB resulting in revitalized image, services expansion, employee retention and recruitment enhancement, & increased grant revenue streams. [www.familyplus.ca](http://www.familyplus.ca)
- Recruited Chinese entrepreneurs to invest with NB partners. Resulted in more than 550 successful partnerships for the NB Provincial Nominee Program in less than 2 years bringing vital new investment into the Province. (100+ partnerships in Fredericton, NB)
- Conceived, branded and developed land in the U.S. and Canada and provided strategic marketing and promotion services for subdivision developers, golf course communities and eco-friendly residential communities [www.estatestroix.ca](http://www.estatestroix.ca)

**Fund Raising:** Wrote feasibility studies, government grants and philanthropic appeals for nonprofits; developed/implemented multi-million dollar capital campaigns and community raffle drives to build schools, churches, and social service/ community facilities in the U.S./Canada. [www.stjosephparishschool.us](http://www.stjosephparishschool.us)

- Acquired federal grants for a US community foundation, a mid-Atlantic telework center www and civic organizations in Canada/U.S. [www.carvercommunitycenter.org](http://www.carvercommunitycenter.org),

**New Products:** R&D, strategic business/marketing planning, and promotional campaigns including websites for product introductions in N. America: Cedar on a Roll™, Gameface™, The Foot Machine™ ([www.bodyscienceinc.com](http://www.bodyscienceinc.com)); Copperhead Trailers LLC ([www.copperheadtrailers.com](http://www.copperheadtrailers.com)); and Sports Rewards International Corp.'s Hole-N-1™ and Golf Scorecard™.

**Marketing Communications:** Produced award-winning marketing communications for U.S., European and Canadian clientele. Developed more than 25 corporate brands. Wrote & art-directed films, capability brochures and marketing communications systems, websites, anniversary booklets, posters, direct mailers, seminars, slide/power point presentations, newsletters, exhibits, films, VNRs, TV/radio programs, multifaceted PR campaigns and consumer/ trade print, magazine, internet & broadcast advertising campaigns.

**International Representation:** Four years as official U.S. Representative for Hamburg Messe und Congress GmbH, one of Europe's largest and oldest trade show and conference organizations, attracting one million+ visitors to Hamburg annually; 30 annual trade shows in Germany, Asia and Eastern Europe. [www.hamburg-messe.de](http://www.hamburg-messe.de)

- Expanded its North American exhibitor market share four-fold.
- Director of Partnerships Fredericton for KBL International Services, Inc. of Shanghai. Assisted with the recruitment and wrote more than 100 business plans approved by the NB Immigration Division.

**Market Research:** Designed and conducted quantitative and qualitative research including focus groups, image audits, surveys and secret shopper techniques to help regional and national associations and corporations evaluate programs, plan marketing, communication and organizational strategies, develop products and brand identities, improve customer relations, plan issue campaigns, recruit and retain staff, members and clientele, and evaluate results

- Conducted a series of focus groups in N/E to help Martin's Foods supermarkets owned by AHOLD Intl.) develop a customer loyalty program "BonusCard"). [www.martinsfoods.com](http://www.martinsfoods.com)

**Collaborative Facilitation/Strategic Research & Planning.**

Used innovative management processes, research methodologies, and interpersonal communication skills to solve problems, build multidisciplinary collaborative teams, provide leadership training programs, facilitate industry and community planning processes (for 3 U.S. national associations—Corporate Communication Council, American Podiatric Medical Association [www.apma.org](http://www.apma.org), National Association of Court Reporters [www.ncra.org](http://www.ncra.org)), implement 25+ identity programs, develop visioning programs for Chambers of Commerce, develop U.S. community health foundation (Allegany Health Right [www.wmhs.com](http://www.wmhs.com)), and increase sales & productivity.

- Conducted a marketing and ergonomics audit for Booz Allen & Hamilton in Japan on a \$60-million heavy rail purchase for the Greater Cleveland Regional Transit Authority. [www.gcrta.com](http://www.gcrta.com)

**Staff Positions.** Directed public relations and marketing divisions for two top international industrial design, corporate communications and branding firms – helping to define opportunities, create international visioning, and support their market dominance, client acquisition, and profitability goals.

**Publications**

**Publications:** By-lined articles in *DETC (Distance Education Training Council) Fall Conference Report*, *DETC News*, *E-Learning Magazine*, *Sports Illustrated for Kids*, *Popular Science*, *Time Magazine*, *Packaging Digest*, *Advertising Age*, and numerous other professional/trade publications.

- Editor: *Profiles* Newsletter, PRSA, Central Ohio Chapter

**Awards & Distinctions**

**Professional Awards:** 11 ADDY Awards and 9 Certificates of Merit from the Cumberland Valley Advertising Federation for Creative Excellence; Printing Industry Association Award for "Best in Print"; Public Relations Society of America (PRSA) Prism Award for corporate brochure "Best Use of Print" category.

**Elected:**

**Elected:** West Virginia Delegate to President Clinton's White House Conference on Small Business in 1995

## Appointments

**Honorary Titles:** Rotarian of the Year for St. Stephen/Milltown Rotary Club (2005) for heading Communications Project and Fund-Raising Raffle, Chairperson of the Year for the Martinsburg/ Berkeley County Chamber of Commerce in WV for Membership Development Program; PRSA Committee Chair of the Year, Columbus, Ohio Chapter.

**Chairperson:** National Corporate Identity Judging Panel, Society for Marketing Professional Services; Co-Chair, Business Section, United Way of Berkeley County; Vision 2000 Land-Use and Development Planning Process; & Rotary International, Chamber of Commerce, and Civic Committees, such as Jubilee 2000.

### **Community Service:**

- Director/Exec. Com., St. Andrews Chamber of Commerce (3 years).
- Rotary Club of St. Stephen/Milltown & Hagerstown Rotary Club
- Steering Com., Healthy Communities Healthy Youth, Charlotte County, NB (3 years)
- Formerly on Boards of West Virginia Public Radio (4 years); Martinsburg Boys & Girls Club (3); Boarman Arts Center, Exec. Com. (4); The Exchange Club (President), Berkeley County 4-H Foundation (3); NAIC (2); Women's Business Institute (2); Money Unlimited Investment Club (6); Central Ohio Chapter of Public Relations Society of America (2); Society for Marketing Professional Services (2); Island Center, Inc., St. Croix, USVI;
- Washington County School Management Task Force; Shepherd University Visitation Committee; St. Joseph School Business Advisory Board

### **Speaking Engagements:**

Invited keynote speaker on marketing/management topics at annual conference for Distance Education Training Council, Washington, DC; Chambers of Commerce in NB, WV, MD, ME & USVI; US Small Business Association; Virginia Bankers Association and other industry & professional associations.

### **Professional Memberships:** (current & former)

Associated Builders & Contractors  
Public Relations Society of America (chaired chapter committees),  
American Marketing Association  
Society for Marketing Professional Services  
Direct Marketing Association of Washington  
Association of Fund-Raising Professionals

**Founding Member:** Co-founder of Wings for Artists, a philanthropic arts foundation headquartered in Vence, France that assists emerging artists through agent services, organizing expositions, international promotion and business management.

*Professional portfolios, project samples and client references available upon request. Client testimonials at: [www.marketingsolutions-us.com](http://www.marketingsolutions-us.com).*