

Mary Colburn-Green, APR

# R e s u m é

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## Education

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

BA Degree, University of California-Berkeley, Cultural Anthropology  
Major (graduated Phi Beta Kappa) 1971

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

Professor of Marketing (adjunct), University of the Virgin Islands, St.  
Croix, 1985

## Career Experience

**President** (1989 to present)  
**Marketing Solutions/Atlantica, Inc.**  
[www.marketingsolutions-us.com](http://www.marketingsolutions-us.com)

Full-service market research, strategic planning, marketing and  
communications firm with offices in U.S, Canada and France  
specializing branding, business development, product development  
and launches, web marketing, internet optimization & global  
expansion *Affiliated with MCM Consultants, a network of European &  
Asian marketing and management consulting companies*

**Marketing and Development Director** (1987-1988)  
**United Shareholders Association, Washington, D.C.**

**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 and Citizens for Sensible  
Growth, Inc.**, Placerville, California

**Marketing Director** (1972-1977)  
**Landor Associates, Inc.**, San Francisco, California  
[www.landor.com](http://www.landor.com) (the leading branding & corporate communications  
firm in the world.)

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## Career Highlights

Cont.

**Consulting Experience:** Founded/managed full-service marketing, research and management consulting firms with offices in the US, Canada and France. 25+ years as primary consultant for market research, strategic planning, corporate identity (branding), image-building, marketing communications, special events, internal motivation and team-building,, and customer acquisition/satisfaction programs for international corporations, national associations, trade organizations, consumer products, consulting groups, universities, financial and health-care institutions, service businesses, manufacturers, and nonprofits; Moderated 100+ focus groups and conducted research for clients to make strategic decisions involving marketing, growth initiatives, and capital investment. Established website and brokerage firm to assist companies in acquiring capital and selling their businesses. A few successes ...

- Increased national membership from 15,000 to 48,000 in six-month campaign for United Shareholders Association, a US national association

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=5424](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5424)

- Raised visibility and built exhibitor participation by 1000% as US Representative for Hamburg Messe und Congress GmbH (5 years) for international food service, hospitality, and shipbuilding trade shows. Held successful special events, such as wine pairing seminars and dinners with key influencers in the US Restaurant Industry.

- Served 28 years as exclusive marketing consultant for a commercial contractor near Washington, DC, during which time the company's revenues increased 5,000% [www.minghinis.com](http://www.minghinis.com).

- Rebranded and marketed 100-year old community service organization in Saint John, NB resulting in revitalized image, growth in services, employee retention, and new grant revenue streams. [www.familyplus.ca](http://www.familyplus.ca)

**Fund Raising:** Wrote feasibility study and appeals for nonprofits and hospitals..Developed/implemented community capital campaigns to build schools, churches, social service facilities, and fire stations.

- Acquired \$1.6 million federal grants for a Maryland community foundation and private-sector grants for Telework Center.

**Product Development:** Conducted R&D, developed strategic business and marketing plans and promotional campaigns and product launches (incl. branding & packaging support) for consumer companies (e.g., Sara Lee, Pillsbury, Phillip Morris, Ore-Ida, and BankOne; developed new consumer product strategies for:

- Cedar on a Roll™, Gameface™, and The Foot Machine™ using media & e-commerce strategies); feasibility plans for Sports Rewards International Corp's Hole-N-1™ and Golf Scorecard Member Rewards™.

- Strategic Marketing** for North American universities resulted in enrollment growth, successful accreditation, unique partnerships, and brand differentiation (incl. Lansbridge, University of Fredericton, OSU, Ohio Wesleyan and others. [www.ufred.ca](http://www.ufred.ca))

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

**Public Service Campaigns:** Researched and designed multi-year public information campaigns for U.S. states and Canadian provinces for Colorectal Cancer Awareness & Testing, Drug and Unhealthy Substances, Mental Health, and Psychological Wellness. Conducted image audits and patient satisfaction studies for community hospitals and private health-care providers. Secured pro-bono services of celebrities for client promotions, including Golf Champion Jack Nicklaus, Baseball Legend Brooks Robinson, and NBC Today Anchorwoman, Katie Couric.

## Appointments

**Elections and Honorary Titles:** Elected US Representative to the White House Committee for Small Business from WV; 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.

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

### **Board 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
- Boards of West Virginia Public Radio (4 years); Martinsburg Boys & Girls Club (3); Boarman Arts Center, Exec. Com. (4); The Exchange Club (President), 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/Publications:**

Invited keynote speaker on marketing/management topics 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. Published articles in *Packaging World*, *Bon Appetite*, *Wine Spectator*, *Popular Science* and many more consumer and professional magazines.

### **Professional Memberships:**

American Marketing Association, Public Relations Society of America, Direct Marketers Association, Association of Fund Raising Professional (former)

**Founding Member:** Co-founder of Wings for Artists, a philanthropic arts foundation headquartered in 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).*