

 **Susan Bladholm = Marketing + Strategy + Leadership**

Summary

A global professional with 25+ years of experience. Brand leader, strategist, collaborator, mentor, manager and creative director with reliable proven success.

Skills

- Connects talented people
- Maps the core value proposition to strategy and results.
- Listens, and galvanizes cohesion
- Mentors and develops talent
- Instills confidence

Differentiator

"I'm often told I bring energy and clarity to teams to gain traction, momentum and measurable results."

Experience

Erickson Inc. Senior Director of Marketing & Strategy 2014-present

Reports to the CEO and serves on Senior Leadership Team for the \$350 million publicly traded global company. Leads integrated marketing efforts to build the brand and induce business development engagement with prospects and clients. Manages the marketing team, outside creative firms, budgets, and serves as creative director, strategist, writer and spokesperson. Oversees media relations, public affairs, strategy, government relations, website, social media, tradeshow, public affairs, employee engagement, CEO-driven initiatives and building a customer-centric culture.

Sunstone Marketing President 1999-2001, 2011-2014

Led successful communications consultancy specializing in brand strategy, PR, special events and fundraising. Crafted business plans for clients' expansions and start-ups to include investor outreach, tactical planning, brand platforms and strategies. Mentored clients for social media, digital presence, retail staging and on-air media coaching. Clients: Products Corporation, SOLVE, Harrington Family Foundation, Community Cycling Center, Providence Medical, Hattie's Sweet Shop, Brand Oregon, Travel Portland, Golf Tournament in a Box, and JEA Senior Living.

Greater Portland, Inc. Vice President Marketing 2010-2011

Reported to the CEO and board of directors; led re-branding efforts and chartered the region's largest business development initiative in history, resulting in broader national awareness, enhanced collaboration and subsequent VC investment.

Recruited 20 advertising executives to create a pro bono regional identity. Gained approval by mayors and business leaders for politically-charged branding, re-naming and new business development initiative.

Attracted 25 CEOs to support regional business development efforts, generating \$500K+ of sponsorship commitment within six months. Hosted 14 top tier business prospects including True Ventures, Mozilla, Kleiner Perkins and Deloitte, resulting in new investment and region-wide collaboration. Exceeded all targets.

Education

University of Puget Sound
BA, Communications
Minor, Business with a Law emphasis

Tools

MS Office, Zoho, SharePoint,
WordPress, Goldmine, PowerPoint,
Salesforce, MediaValet, and Excel

Interests

- Flying
- Gardening
- Traveling
- Cooking
- Hiking

Port of Portland *Director, Corporate Marketing 2001-2010*

Reported to the Executive Director and Director of Public Affairs, serving as brand owner and member of the senior leadership team. Built the Port brand globally as a strategic port of call for aviation and steamship carriers. Managed PDX retail campaigns, international Governor-led trade missions and staff of 20 as well as multiple project teams. Contracted with media partners and creative agencies, oversaw publications, financial annual reports, presentations, web sites (75,000 users daily), digital media, and public outreach. Translated technical operations to enhance public understanding.

- Led re-brand, built the Port reputation globally.
- Participated in recruitment team for key airline and steamship service clients resulting in billion dollar investments by carriers contributing to Oregon's economy.

Travel Portland *Director of Marketing 1997-1999*

Created the first integrated marketing department and built a strategic plan supported by themed and seasonal campaigns. Built the first website and developed the off-season promotion that continues today. Managed staff and led award-winning marketing campaigns. Exceeded all targets.

State of Oregon

Cycle Oregon *Founder, Executive Director, VP Marketing 1987-2002*

Co-founded the legacy bicycle ride, a tribute to Oregon's beauty and those who want to experience the state by "pedal power." Helped build the reputation to become one of the world's best organized bike rides.

Oregon Economic Development Department

Manager of Public Relations and Special Events 1987-1995

Started the state's first earned media program, generating a 52:1 return on the investment and numerous awards. Staged business development events for administrations of five governors. Brand management, speech writer, special event planner and grant writer.

Community Involvement (current)

Providence Immunotherapy Committee, Chair; Columbia Aviation Association; Portland Public Schools; Portland Food Project; Project Dot, mentor; University of Puget Sound, Class President; Speaker, and mentor to three young professional women.