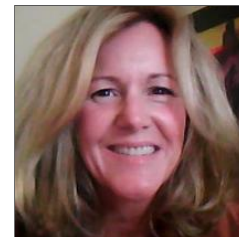


# Susan Kolbe

## ACTION PLAN CONSULTING

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### Summary

**You've got a problem; it needs an action plan.**

I bring over 30 years of industry problem solving experience to your challenge.

"Innovative Problem Solving in a Contemporary Environment" is a skill set I first learned in college. Since then I've had the opportunity to apply it across multiple industries.

**CAREER RESPONSIBILITY HIGHLIGHTS - Pro bono to multi million dollar campaign experience including:**

Ten years managing \$10-\$14 million annual marketing and media budgets.

- passed all audits
- managed public reporting of annual media campaign impact
- generated positive media campaign publicity
- accountable to the Arizona Legislature and Governors office

**INDUSTRIES OF SERVICE** ~ Energy ~ Lottery ~ Sports and Sponsorship Marketing ~ Branded Public Health Campaigns ~ Film-Video-Audio Production ~ Candidate and Initiative Campaigns ~ Brand Promotions for Retail Marketing ~ Ad Agency / PR Firm - as client and staff ~ Resort Meeting & Convention

More recently I was the Public Outreach Co-chair for the **Arizona Energy Consortium**, a new committee of the Arizona Technology Council dedicated to creating a diversified energy marketplace for Arizona, that subsequently transitioned out of the Tech Council. As an Arizona native, it's an important issue to me and to businesses in Arizona.

My career history follows. I draw from experience in every job since college in the work I do today.

### Action Plan Consulting

2010 - Present

#### KolbeConnect

Consultant for Action Plans linked to media, marketing, sales and operational challenges.

### Senior Account Executive

Jan 2010 - Apr 2010

#### Vertical Measures

By becoming their own client, Vertical Measures quickly attained #1 on Google SERP and a reputation for link building services to improve organic search results. Leads generated were mined for link building clients seeking similar achievement for their keywords. The firm has since evolved in tandem with search algorithms to a content marketing model and owner Arnie Kuenn authored his first printed book Accelerate: the convergence of social, search and content.

### Sales Producer

Jan 2003 - Oct 2009

#### Great Scott!!! Productions

Heidi Scott purchased and transformed the former Production Masters Inc (PMI) into Great Scott!!! Productions and became established as a leading location and studio production house in the Southwest. For over 15 years callers have been greeted with the signature Grreeeat!!!! Scott Productions welcome. In my seven years I sold and

### Team Performance



Coordinating large teams through audited contract fulfillment. Accountability for communication, budget, billing, deadlines, contract bidding and performance. Multi-cultural liaison working with all levels in organizational hierarchy, Government and media. Experience with marketing communication, advertising media, public relations, sponsorships, ad agencies, conventions, promotions and events. Talent Appearances: Politicians, Musicians, Actors and Sports Celebrities. Compensation linked to sales and performance goals.

### Associate Producer



Casino Arizona at Talking Stick - Spor...

### Marketing Manager



Statewide Media Campaign for Social...

produced Grreeeat!!! communication solutions ranging from broadcast commercials, to training and recruitment products, trade-show exhibit videos, website content, political campaign feeds, and local and national television shows.

## Field Director - Proposition 303

Jun 2002 - Nov 2002

### Arizona for a Healthy Future Campaign

Prop 303 was a statewide AZ initiative to raise the tobacco tax to fund health care, trauma centers, and research; while also restoring and protecting funds for the State's tobacco prevention program. I was recruited to direct statewide outreach to secure endorsements that contributed to successfully passing Proposition 303 by a 65% yes vote.

## Marketing Manager

Aug 1997 - Feb 2002

### Arizona Department of Health Service Tobacco Education & Prevention Program (AzTEPP)

Stepping in to the newly launched Tobacco Education and Prevention Program, I managed a \$10+ million annual statewide Public Health media campaign promoting commercial tobacco prevention ("Tobacco. Tumor causing teeth staining smelly puking habit."), cessation (Arizona Smokers' Helpline) and reduction of second hand smoke exposure among schools, communities, healthcare and worksite environments.

Integrated sports marketing promotions with all college and professional teams in Arizona was a pillar of the prevention campaign strategy and became a "Best Practices" model for the Centers for Disease Control for whom I was an invited presenter at their National Conference on Health.

## Corporate Sales Manager

Oct 1996 - Jul 1997

### Arizona Lottery

I managed the Lottery's corporate sales and marketing relationships with major retail chains and developed a performance based retail commission bonus campaign. A subsequent promotion transfer within State Government took me to the newly established Tobacco Education and Prevention Program.

## Advertising Manager

Jul 1992 - Oct 1996

### Arizona Lottery

In my 1st five-year post within Arizona State Government, I managed the advertising agency contracts for statewide mass media bi-lingual advertising and public relations campaigns in support of Lottery sales and "where the money goes" awareness. Supervising research on attitudes, awareness and self-reported behavior intentions with regards to Lottery purchases, new product designs and campaign development, our team was also tasked with the launch of Powerball in Arizona.

## Retail Marketing Director

Oct 1989 - Jun 1992

### KNIX Radio 102.5 FM

KNIX 102.5 FM which later sold to Clear Channel for \$85 million commanded a 20 share of the Phoenix ADI radio market and equally impressive revenue from advertising and sponsorship sales. Launching the Retail Marketing Director position, I brought local manufacturer, wholesale/distributor and co-op advertising revenue to the mix through multi-media, multi-partnered promotions designed to increase case sales.

Notary Public credentialed I was responsible for submitting cooperative advertising fund claims and was an active member of the Retail Marketing Association (now Arizona Food Marketing Alliance). An invitation to interview for the client position as the Arizona Lottery advertising manager lead to my next career move.

## Executive Assistant

Sep 1987 - Aug 1989

### Evans/Motta Advertising Agency (The Evans Group)

As Executive Assistant to founder Phil Motta (including the year he was the Fiesta Bowl President), and Office Manager for the Advertising Agency I learned the full range of operational concerns including preparing new business presentations, equipment maintenance and training contracts and office supply purchasing. After Phil departed

## KNIX Retail Marketing Director



Sales Team Celebrates Goal Achieve...

## President Clinton White House



Annual Christmas Party

## Work Sample \_ PPT Video



SRP Ad Manager assignment

## Arizona Technology Council

The Arizona Energy Consortium (AEC) was a new committee of the Arizona Technology Council (AzTC) dedicated to creating a diverse energy marketplace for Arizona. As Co-chair of the Public Outreach Committee we educated and promoted the mission of AzTC's AEC active members. AZTC is Arizona's premiere technology and science trade association for over 10 years. AEC has since transferred out of AzTC oversight.

the agency, growth stalled. Seeking career advancement I pursued alternate employment landing the newly created position as KNIX Retail Marketing Director.

Corporate Sales Manager

Oct 1986 - Sep 1987

Radisson Camelview Resort

Then newly remodeled Scottsdale Radisson Camelview Inn featured 300 rooms and 14 tennis courts and was the original host property for the Scottsdale Open Tennis Tournament when John McEnroe still ruled the courts and dancing with Mr. T was cool. (Live long enough and some trends return.) I called on the Chicago and New York corporate and association meeting markets in addition to the local business, association and social markets. One of my favorite memories was hosting all of my Chicago account calls to a private performance at Second City. A job offer to join an ad agency and apply my college degree lured me away. The Radisson property was later redeveloped into residential units.

Account Executive

Aug 1984 - Oct 1986

Sheraton Greenway Inn

Attracting corporate and association business from San Francisco and Denver, this quaint 150 room hotel property served the high tech corridor in the NW Valley. I was recruited away by the soon to be remodeled Camelview Radisson Resort.

Bachelor of Science

Southern Illinois University, Carbondale

Student Advertising Agency Association board member.

Portfolio



Arizona Energy Consortium

Production Supervision



Phoenix Mercury InHale Life

