



Susan R. Hatten :: 300 Walnut Street, #7, Des Moines :: 515.441.2318

Areas of Expertise

Sales, business development, client and relationship management. Marketing strategy, including social media, public relations, media relations, advertising, proposal and contract construction, project and team management.

Supporting Experience

Public speaking and sales training, fundraising development, donor relations, integrated campaign strategy, nonprofit auditing and governance.

Professional Experience

HOLMES MURPHY & ASSOCIATES; West Des Moines, IA (2014 – Present)

Senior Consultant; Strategic Partnerships

Cultivate and manage new business relationships for Holmes Murphy's national Enterprise, including; Innovative Captive Strategies, ACAP Health, Employee Benefits Solutions and Creative Risk Solutions. Responsible for sales generation, cross-selling and corporate leadership strategy. Drive Holmes Murphy's Community Relations and Giving strategy for 13 national offices.

SIGLER COMPANIES; Des Moines, IA (2004 – July 2014)

Senior Business Development Executive Lead: Sigler & Alt Studios (August 2012 – Present)

Manage new business relations for Sigler and Alt Studios, driving 2013 rebranding and marketing initiatives. While working with an eight-person Sales staff, responsible for lead generation; including meeting arrangement with key executives, marketing presentation planning, orchestration of pitch and closure. In conjunction with our President, charged with Sigler's overall corporate growth strategy.

Senior Business Development & Sales Executive (January 2008 – August 2012)

Business Development Strategist (May 2007 – January 2008)

Instrumental in developing business which has led to an estimated \$20 million in collective revenue, and 24% growth between 2009 - 2012. Consistently generate leads, which have produced more than 450 new business contacts and led to the creation of new house accounts. Provide leadership and support to the President, Vice President, Director of Sales and a 12-person Sales staff.

Organized prospecting efforts for business development opportunities on a statewide and national scope. Created strategies to target and secure new business from present and potential customers. Developed materials and presentations customized to each new project opportunity.

Public & Media Relations Coordinator (December 2004 – May 2007)

Special Event Coordinator (May 2006 – May 2007)

Manage all public relations and media needs for an array of accounts spanning various industries. Responsibilities include, but not limited to, proposal writing, campaign concepting and branding, organization of marketing and public relations plans and accompanying materials, special event coordination and account management. Experience in design concept processes and component writing for media kits, including campaign promotional materials. Expertise in all areas of a multi-faceted creative agency, developing insight into project management, graphic design, copywriting, special event planning, promotions, printing and publishing.

Public Relations and Strategic Marketing Intern (June 2004 – December 2004)

Help write and create event media kits specific to nonprofit outreach, organize grassroots marketing and public relations campaigns, assist in researching support materials for proposal requests. Exposure to the media relation's field, and familiar with the Vocus PR Software program. Arrange research findings and transfer to useable spreadsheet formats.



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Application Knowledge

Salesforce, Microsoft Office, Windows XP Professional, Blackbaud, Kintera and Total Resource Campaign (TRC) Fundraising Platforms, Constant Contact, ProjectManager.com, ZOOM CRM, Hoovers 2008, Hagen, Mac OS X, Quark XPress 6.0, Vocus PR 2004 – 2011, Monarch

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Professional Affiliations & Community Involvement

Variety – The Children’s Charity

Past-President & Executive Board Member –Present
Variety International Board Member – June 2011 – August 2013
Ashley Okland Star Playground Fundraising & Campaign Co-Chair – August 2012 - Present
Variety Black Tie Gala Co-Chair – April 2012 – January 2014
Variety International Presidential Citation Award Recipient – May 2011
Variety Rising Star Award Recipient – March 2010

Winefest Foundation of Des Moines

Winefest Des Moines Executive Board – February 2012 – Present
Winefest Grand Cru Co-Chair – August 2012 – October 2013

Des Moines Downtown Chamber of Commerce

Des Moines Downtown Chamber Membership – January 2011 – Present
Des Moines Chambers and City Council Collective Founder– November 2009 – June 2011
Des Moines Downtown Chamber – Founding member and board member, Secretary, October 2008 – December 2010

Women’s Leadership and Involvement

Junior League of Des Moines Fund Development Committee – January 2013 – Present
Lead Like A Lady Governance Committee & Member – December 2012 – Present
Chrysalis Foundation Marketing Mentor – July 2014 - Present
Holmes Murphy & Associates Women’s Leadership Committee – July 2014 - Present
Alpha Gamma Delta Women’s Fraternity – Alumnae Member, Present
PEO Women’s Group – Chapter Member, July 2001 – Present

Honors and Additional Achievements

JUNTO Leadership Network Founding Member – March 2012 – Present
dsm Magazine Feature Blogger – September 2013 – Present
Virgin Atlantic Feature Blogger – June 2014 - Present
Young Professionals Connection Amy Jennings YP of the Year and Member – January 2012 – Present
dmJuice Young Professional of the Year – January 2012
Des Moines Business Record’s Forty Under 40 – March 2011
Des Moines Downtown Chamber Ambassador of the Year – November 2011
Business Leaders United National Committee – April 2012 – July 2014
Des Moines Symphony Planning Committee – January 2011 – January 2015
Make-A-Wish Foundation of Iowa – Wish Granter & Volunteer, May 2006 – January 2015
Salisbury House and Gardens Development Committee – July 2010 – July 2012
Big Brothers & Big Sisters of Iowa – Big Sister & Volunteer, February 2008 – June 2010

Education

Bachelor of Science ■ 2004 ■ Iowa State University, Ames, IA ■ Majors in Marketing and Apparel Merchandising
Hartford School of Insurance ■ 2015 ■ Atlanta, Georgia ■ Commercial Lines Coverage Specialist
Property & Casualty State of Iowa License ■ 2015 ■ Des Moines, Iowa

■ References Available Upon Request