

SUZY WAGNER

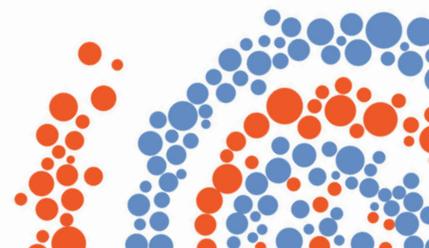
With more than 20 years experience with some of the world's most recognizable brands, Suzy Wagner is a skilled communications professional with strength in communications, marketing, and business development.

After receiving a Journalism degree at George Washington University, Suzy stepped into the world of public relations and advertising asking a lot of questions to understand and frame solutions. Her style is consultative and she believes in building the best programs for each individual client. Suzy's impressive network of influencers and decision makers has given her an advantage in working with media and clients on creating solutions-based programs. She has a special affinity for the advocacy market and utilizes her background to build effective programs within this unique space. Her positive attitude and focus on fun make it easy for her to build coalitions of support and a platform for success. Suzy stays current on the ever-changing marketplace and believes everything we do will succeed or fail based on a strong communications plan.

There has never been a more exciting time to be a communicator. At this moment, we have more mediums – literally at our fingertips -- to reach out to and connect with other people. Communications is art. Mix your mediums (advertising, social, your own marketing) and create something compelling – so that your audience will pause, listen and take away your message.

The result is that Suzy creates programs that are engaging and impactful. Her work at *TIME Magazine* focused on the global brand solutions and Washington's advocacy marketplace. At the *Wall Street Journal*, she launched two new products: *WSJ Magazine* and *WSJ Weekend*; developed communications programs around *WSJ's CEO Council Conference* and achieved success as the top global salesperson for five consecutive years. She launched *Brand & Buzz* in 2013 consulting with local and global clients from the consumer to defense to policy initiatives.

When she is not working on geo-political-serious issues, Suzy spends her free time writing children's books and reading in schools. She & Eric, her college-sweetheart husband, live in Arlington, Virginia where they are raising three children.





ACCOMPLISHMENTS

- Re-opened the Wall Street Journal's Washington office. Recognized as the top global salesperson, generating the most revenue, for all Wall Street Journal's properties in 2009, 2010, 2011.
- Managed the Washington, DC office for TIME Magazine from 2000-2006, producing double-digit growth each year, increasing annual revenues by more than \$5 million. Earned recognition as youngest sales manager at the magazine.
- Early digital adopter, Suzy launched the website for National Journal and implemented a paywall for the publication in 1997.
- Conceived with Arnold Advertising and sold "Let's Travel America" advertising campaign post 9/11 for Choice Hotels. The campaign was credited as the most important campaign in their history.
- Managed all aspects of public relations for the Santa Fe and Northern Pacific railroads, the largest railroad merger in US history.
- Initiated and implemented a pro-bono social/PR campaign saving the Gulf Branch Nature Center and worked with the county to establish new funding models.
- Worked with filmmaker director Samantha Buck to raise promotional funds for independent film award winner, Best Kept Secret, a documentary about Janet Mino and her work with autistic students. Following the successful film launch, Suzy worked on the marketing plan and website for Mino's Valentine Center, a continuing education facility.
- Devised communications strategy to stop human trafficking at its source with Global Centurion.
- Launched a national press tour and public relations effort for Tap, Click, Read, a book about raising kids in the digital age written by leading researchers from Sesame Street Workshop and New America
- Created a national advertising campaign for the Government of Japan and continued working with them on building programs for the National Cherry Blossom Festival; their cultural center including a brand refresh and produced a documentary on for JET, the official government English language exchange program.
- Developed brand and recruitment strategy for the Association of the United States Army.
- Consulted on communications strategies and social media outreach designed to with Vets for American Ideals.
- Developed branding integration strategies for local companies and wrote profiles with Arlington Magazine.
- Worked with the American Porphyria Foundation on brand refresh and building awareness for their rare disease.
- Author of several children's books