

PROFILE: Cindy Connelly is a marketing communications professional with more than 25 years' experience and a proven track record in building brands, sales, and companies by combining strategic business disciplines with creative problem solving. A collaborative team player with outstanding written, verbal, and presentation skills, she thrives equally in complex corporate and entrepreneurial environments. Resourceful, quick study, with hands on working style and very self-motivated.

In 2008 Cindy's marketing expertise honed across broad sectors, has been laser focused in senior living. Consulting to assisted livings, home care companies and professionals developing cutting edge programs in Alzheimer's and Dementia care, CMC works with start-ups, technologies, and established organizations providing innovative products and services and in the support of seniors successfully aging.

PROFESSIONAL EXPERIENCE:

1990 – Present
CMC Marketing Services
Founder and Principal

As a Strategic Business Consultant Cindy has worked for companies in transition; from start-up's building the marketing capacity, established companies going through re-organizations or protracted searches for senior level marketer, and companies requiring specific talent to focus on new initiatives. Her typical long-term engagements enabled significant contributions to senior management teams.

Cindy has functioned as a divisional and line manager within organizations, implemented tactical programs by either project managing in-house teams, or leveraging extensive network of talent as needed in areas of digital integration, creative development and production, PR, media planning and buying, database management, and market research.

Partial client list included: Senior Helpers, 2Sisters Senior Living Advisors, AskOnline, Boston Financial, Gearon Hoffman Advertising, Fidelity Investments, Cone Communications, Pennzoil-Quaker State, ConAGRA, U.S. Mills, Inc., Gazelle Systems, Inc., Aramark - WearGuard, King-Size Catalog Company, Vermont Country Store, Teradyne – Hammer Technologies, Stream International, sitesALIVE!, Puritan Cape Cod, Boston Private Value Investors, XB Coaching.

Between 2006 and 2009 Cindy joined a controversial startup, Encore, Etc. as VP Marketing. Here, she branded and launched this first in category, first-to-market company providing brass and woodwind instrument sterilization in the school music industry. She directed and developed all corporate marketing and communications to multiple customer segments; managing the development of the company's e-commerce web-site and creating all consumer and trade sales materials. Additionally, she drove company's education, public health, regulatory and national legislative initiatives and executed public and investor relations. The company was shut down by a powerful school music industry and lobby determined to scuttle the efforts to create a potential health crisis due to shared and unsanitary instruments in public schools.

Functional Expertise:

- ❑ Developing Strategic Business and Marketing Plans: for start-ups, mature companies and IPO's, for new and existing products, and for entry into new market segments
- ❑ Developed consumer and business to business branding & advertising campaigns selecting and managing outside creative resources, vendors and relationships
- ❑ Executing qualitative and quantitative market research to identify new market opportunities, and determine preemptive corporate, product and market positioning
- ❑ Strategizing and executing multi-dimensional marketing communications programs; including content development for social media, blogs, collateral, speech writing and position papers
- ❑ Developed databases or working with existing infrastructures and establishing customer acquisition, prospecting, retention, frequency, and cross selling strategies and programs
- ❑ Moderating consumer and business to business focus groups, developing and managing customer advisory boards
- ❑ Creating joint ventures and relationship marketing partnerships

1979 – 1988: Prior to starting CMC Marketing Services, worked at several Boston based creative marketing and advertising firms, including Arnold Worldwide and Kenyon & Eckhardt.

Cindy began her advertising career as a copywriter, later serving in senior management positions in client services, new business development, and operations.

Her clients included national and regional business to business and consumer products companies including John Hancock Financial Services, The New England Aquarium, Stride Rite, Ocean Spray, Timex, and Allied Van Lines.

EDUCATION: B.A. - Elmira College, Elmira, NY

Affiliations: Board, Rogerson Communities, Boston, MA.
Board Vice President, The Walker School, Needham, MA,
Chair, Committee on Marketing Strategies, The Arthritis Foundation, Atlanta, GA
Board, The New England Home for Little Wanderers
Board, The Robert F. Kennedy Action Corps for Children
Steering Committee, St. Francis House, Capital Campaign
Board Vice President, Wellesley Cable Access Corporation
Adjunct Professor, Tufts University, Entrepreneurial Marketing
Member, The Boston Club | President's Club
Consultant: Empower Success Corp {formerly Executive Service Corp of New England}

SELECTED CASES



SENIOR HELPERS BOSTON & SOUTH SHORE: Managing marketing communications for Boston and South Shore franchise owner of home care company providing personal care services and in-home support in more than 75 communities in greater Boston area. Among many marketing communications responsibilities are the development of company messaging strategy across multiple target audiences, content research and creation of monthly blogs, execution of social media strategy, development of collateral to support efforts of inside sales | marketing executives, development of Continuing Education presentations for industry professionals, and managing company's customer and referral source database.



2 SISTERS SENIOR LIVING ADVISORS: Responsible for re-branding from Perfect Placement Solutions to current name, including creation of new website and collateral materials, and development of referral and customer outreach program. Developed a 3 year Business and Marketing Plan for the company, providing a runway and growth strategy for building relationships with referral sources, potentially expanding service offerings and territories. Provided writing and communications support in PR, e-blasts, and other materials to develop distinct "voice" in the senior living marketplace for the entrepreneurial owners.



AskONLINE: For more than 12 years, an educational technology that connects students with academic support systems virtually. A platform marketed to the Academic Support Division's in colleges and universities, it is proven to enhance GPA's and retention rates, while maximizing use of tutors and academic advisors in a safe, state of the art software environment. For five years I served as the company's outsourced VP Marketing, managing its external communications including developing the company voice in blogs, ongoing e-mail campaigns into multiple target audiences in the higher education market, interacting with customers at trade shows, and supporting the sales team with GoToMeeting presentations and sales webinars.