



MANAGER PROFILE

Ilonka Salisbury

Ilonka Salisbury is the quintessential telemarketing manager. Educated in communications and marketing, and blessed with a natural ability to motivate people, she has been an anchor for SD&A's professional management team for 28 years, during which time she has generated upwards of \$40 million in subscription sales and fundraising revenue for our clients, including New York Philharmonic, Detroit Symphony Orchestra, Boston Symphony Orchestra, Lyric Opera of Chicago, and the Museum of Science and Industry in Chicago.

Ilonka has managed back-to-back subscription sales campaigns for New York Philharmonic since 1994. In those 21 years, she has generated more than \$30 million for the organization. Ilonka is also an expert user of *Call Manager*, SD&A's computerized lead management and dialing system. She was one of the pioneering users of this innovative service and later provided one-on-one training to other SD&A campaign managers.

Two years ago, based on her professional strengths and varied skill set, Ilonka was invited to take on additional responsibilities at our company. As Campaign Manager Development Officer, Ilonka now plays a key role in identifying, interviewing and recruiting new campaign managers for the SD&A team, and she also participates in their training.

Ilonka's long and productive journey with SD&A began in the fall of 1987. At that time, she was working for Syracuse University as a financial aid counselor and admissions recruiter. Seeking additional income, she took a job as a phone representative for our company's telemarketing and telefundraising campaigns at Syracuse Symphony, and within a year she was promoted to a management position. From the very beginning, Ilonka's knowledge, versatility and professionalism have made her one of this company's most valuable assets.

Outside of the office, Ilonka holds two important leadership positions that complement and edify her already-strong management skills. She recently accepted her fourth term as treasurer with the American Businesswomen's Association NYC, and she also accepted a third term as Common Council Member on Roosevelt Island NYC. These positions add to Ilonka's professional growth and business acumen, and SD&A is proud to support her as she continues to achieve success both in and out of our phone rooms.

Popular with clients and with her team of sales and fundraising agents, Ilonka's working philosophy is grounded in integrity and hard work. Concern and respect for others, a sense of humor, and high energy are ingredients she combines in successful measures to consistently produce some of the highest revenues for SD&A clients.

Ilonka earned a B.A. in speech communications with a minor in marketing from Syracuse University. We are honored to have her on our team, and we look forward to many more successful campaigns under her leadership.