

# Professional Profile

## Susan Long-Molnar, President

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### Skills and Expertise:

- Business development
- Marketing management
- Content Marketing (websites, blogs, etc.)
- Media Relations/Public Relations
- Corporate fundraising and event planning
- Corporate communications management
- Business and grant writing
- Budget management
- National/Regional Presenter--keynote, breakout sessions
- Social media management & implementation
- Marketing materials-Creative/development
- Marketing research and strategic planning
- Community relations management
- Management coaching
- Employee engagement planning and training
- Engagement consulting and training
- Educational materials-development and modules

### Career Highlights

- **(July 2002-Present) Owner, Managing Communications Consulting**, serving government, nonprofit, and commercial clients for communications training, strategic planning, marketing, public relations, and management coaching (clients such as Greater Gainesville Utilities, Hampton Roads Sports Commission, STARBASE Victory, Norfolk Housing and Redevelopment, Virginia Ship Repair Association, Dunkin' Donuts, Tower Benefit Consultants, MEB Construction, Taylor Made Diagnostics Occupational Medicine, Center for Cosmetic & Constructive Dentistry); Additionally served as PR Director for Seton Youth Shelters during 2002-2003 handling multiple strategies including events such as the Kentucky Derby Party (\$40,000 net profit)
- **(January 2004-March 2009) VP, Human Resources and Corporate Communications, Medical Laboratory Solutions**, a full-service national chemistry and hematology equipment company headquartered in Norfolk as a part-time paid officer for hiring, terminations, customer service training, policies/contracts, benefits management, business development with major labs and hospitals, marketing on the management team
- **(February 1999-September 2002) USAA, Mid-Atlantic Corporate Communications Director**; regional employee and member communications, internal communications training, strategy and implementation, public affairs, military related marketing/community relations, managed all school partnerships and Junior Achievement initiatives, managed Drive Smart Hampton Roads; provided charitable contributions leadership for management team; managed up to nine employees; five-state member base with responsibilities in Reston, Norfolk, and Annapolis offices
- **(July 1994-February 1999) Mid-Atlantic Communications Manager, Cox Communications** Responsible for all internal communications training, planning, implementation, tools (i.e. publications, internal cable channel); public relations strategy/implementation for Line to Learning initiatives; developed and managed the employee community involvement volunteer program; developed publications, internal cable channel, regional annual report, trade shows, media (1200 employees and nearly 400,000 customers)
- **(May 1991-July 1994) Director of Business Development/Marketing, Sentara Enterprises, Sentara Health System**. Management of all internal communications/marketing/business development/public

relations for 18 Sentara businesses, including Sentara Home Health, urgent care centers, medical equipment, IV Therapy centers and supervised 9 employees. Work involved developing new businesses and partnerships, programs such as Home Care Coordination and Home Fetal Monitoring, products, grants/RFPs for nonprofit businesses such as the military NAVCARE. Worked with numerous non-profit medical entities.

- **(1985-1990) President/Owner, Long & Associates Advertising and PR.** Agency of record for over 50 retail, manufacturing, professional services businesses
- **(1976-1986) Teacher, Princess Anne High School,** Virginia Beach Schools (English, Public Speaking, Visual Language)

### **Accomplishments**

- Recipient of Entrepreneurial Excellence Award 2008 from Regent University's School of Global Leadership and Entrepreneurship
- Recipient of Women in Business Award 2007 from Inside Business
- Founder of the Pembroke Kiwanis 5K Race (currently known as the Taste of Town Center 5k (20 years)
- Keynote or conference presenter (SHRM Virginia Conference-CE national accreditation, Commercial Real Estate Women national conference, WID-Hampton Roads Chapter Educational Conference, ODU Employer Luncheon keynote)
- First women to become member of Kiwanis International in Hampton Roads

### **Community Involvement**

- Hampton Roads Chamber-2016 Vice Chair, Communications; HRCC Regional Executive Board-Current; Chamber of Commerce Norfolk Division Board (HRCC)- current Chair 2015 and Past Chair; Member for 20 years;
- Past President (two terms), secretary, treasurer-Pembroke Kiwanis (currently Town Center Kiwanis)
- Lead Hampton Roads, Graduate 2002 and Alumni Board/Communications Chair (1 yr term)
- Other local memberships: Hampton Roads Society of Human Resources Management (HRSHRM), National Speakers Association (NSA)-Virginia Chapter; Hampton Roads Women in Defense (HRWID)
- Former Board of Directors, Secretary PRSA (Public Relations Society of America) and national Employee Communications Chair 2003

### **Education**

(1968-1972) Bachelor of Arts, Communications and English, Eastern Kentucky University

(1982-1994) Graduate Studies-William & Mary, Old Dominion University, Regent University