

Business Development Professional Profile: Susan Long-Molnar

Susan Long-Molnar is a lifelong business development and communications professional who uses over 35 years of experience assisting business owners and their employees to exceed their business goals in the Hampton Roads and broadly, Virginia market. After graduating from Eastern Kentucky University with a BA in Theatre Arts/Communications and a minor in English, she began a teaching career, moving in 1976 to Virginia Beach to teach at Princess Anne High School. Ten years later, her first business, an advertising and PR firm, grew to quarter of a million in gross billings in the first year while she was still teaching. After five years of entrepreneurship, she began an 11-year corporate jaunt in communications management, first at Sentara, followed by Cox Communications, and then USAA. In 2002, that entrepreneur spirit resurfaces. Managing Communications Consulting was founded with a new business model and a lot more ability to serve the Hampton Roads business community!

Business Development Experience/Expertise

- Founded the first female owned advertising/PR firm, successfully serving medical, manufacturing, real estate, marine and other industries in Hampton Roads
- Hired as the first Durable Medical Equipment Business Development Representative for Sentara Health System and was promoted to Director of Business Development for 14 different business units within four years, including IV therapy centers, urgent care centers, occupational medicine, home care, pharmacy and medical transport.
- Developed marketing strategy, new verticals and geographic areas throughout U.S. for major natural nutrient fertilizer manufacturing company, Nutrients Plus, to support distribution sales professionals for nearly five years.
- Served as Vice President of Business Development/Marketing for five years for Medical Laboratory Solutions, a service and research/development company in chemistry analyzer headquartered in Virginia and supported acquisition of a laboratory and development of new tabletop analyzers.
- Developed and provided business development expertise for sales representatives in Hampton Roads for hundreds of companies including professional services, financial, commercial real estate, medical companies.
- Served as the Business Development arm for the mid-Atlantic region of a major MEP engineering firm, AEC, headquartered in Columbus, Ohio to develop the commercial market in Hampton Roads.
- Serve in volunteer leadership for economic development within Hampton Roads through numerous boards.
- Connected and relevant as known training agency through hosted or hired regionally and throughout Virginia to serve such business organizations as Associated Builders and Contractors, Hampton Roads Chamber, Society of Marketing Professional Services, Women in Defense Greater Hampton Roads, ACCESS, Virginia Volunteer Conference, etc.
- Contracted for two years to provide communications training for Greater Gainesville Utilities, one of the largest utilities owned by a municipality which includes Gainesville's electric, natural gas, biomass, telecommunications services
- Serves as Development Director for the 17-year STEM education nonprofit, STARBASE Victory, Inc.

Accomplishments

- Founded the Hampton Roads Executive Leadership Roundtable with CoHost Retired General Ron Lewis in 2019, the first of its kind in the market for CEOs, Officers, and Directors
- 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
- First woman in Hampton Roads to become a member of Kiwanis International

Community Involvement

- Development Director and Founder of the first regional STEM Education Awards Recognition Dinner, March 11, 2020 raising a total net profit of nearly \$23,000 and nearly \$9000 for a new Scholarship Fund
- Hampton Roads Chamber-2019 Vice Chair, Education/Workforce Development; HRCC Regional Executive Board & Executive Committee currently; Chamber of Commerce Norfolk Division Board (HRCC)- Chair 2015 and Past Chair
- Past President (two terms), secretary, treasurer-Pembroke Kiwanis (currently Town Center Kiwanis)
- Lead Hampton Roads, Graduate 2002
- Former Board of Directors, Secretary PRSA (Public Relations Society of America) and National Employee Communications Chair 2003
- Other local memberships: Hampton Roads Society of Human Resources Management (HRSHRM) and Hampton Roads Women in Defense (HRWID)

Education

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

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