

Resume

Kathleen M. Hosfeld

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Summary

Innovative strategist, entrepreneur with demonstrated success in corporate and non-profit sectors. Skilled in building strategic capacity across and within lines of business with a distinctive systems-based synthesis of marketing and strategy. Experienced in aligning organizations around compelling shared vision. Combining strategy facilitation with hands-on program design, has demonstrated ability to create and implement strategic and marketing plans that create short and long-term results. Specialized expertise in financial services, especially programs for high net worth individuals, as well as education, training and the performing arts.

Accomplishments

Representative

Strategic Leadership, Planning

Provided strategic leadership to a non-profit organization as it explored new sources of earned-income and philanthropic support, and navigated a transition from founder to new management. Following the departure of the founder, designed and facilitated a joint staff/board process to research and explore new opportunities consistent with its mission. Supported both staff and board to assume the entrepreneurial initiative formerly provided by the founder:

- Provided a systematic process for identifying and qualifying the potential of new markets that fit the organization's mission
- Conducted research on the needs of leaders in a selected market, led "action inquiry" projects to test receptivity in a selected market.

Key outcomes of the staff/board process included the publication of "The Leadership of Sustainability," a white paper on the challenges of leaders bringing a sustainability practices to their organizations; and the 2006 Sustainability Confluence, a gathering to catalyze cross-sector sustainability collaboration in the Pacific Northwest. These efforts also resulted in relationships with two new philanthropic foundations.

Led a team-based strategic planning effort, informed by focus group research, for a Seattle-based financial services firm. The effort identified the point of strategic leverage that allowed the firm to expand its offices in the West (Oregon and California), and develop partnerships with banks across the country. As an outsourced marketing director, provided the strategic direction to develop core competencies in financial modeling into strategic advantage. The resilience of its strategic framework

allowed the firm to navigate market changes in revenue. Designed turnkey marketing program for bank programs.

Responded to instability in the financial services industry for a national firm providing insurance products through banks and thrifts. Researched broker and customer fears, developed a tool-kit of resources, and outlined training and external communications recommendations to address insolvency fears.

Facilitated strategic planning process for technology service company that resulted in better integration of synergies between its contracting, products and services divisions.

Brand and Marketing Management

Restarted a troubled 3,400 unit masterplan community following purchase by new owners. As an outsourced marketing director, provided leadership to those vendors remaining on board to create a cohesive brand strategy and marketing program; with them created a campaign to attract new builders for a variety of home styles; and developed comprehensive program to restart sales in support of builders' programs. Managed \$600,000 annual budget over two years, leading to sale of all units to builder.

Led a rapidly growing national insurance organization in a marketing planning effort that for the first time integrated the efforts of 15 regional offices across the country. Designed a company-wide reporting system that integrated production across distribution and product categories in order to monitor sales and product trends.

Entrepreneurial Start-Ups

Guided the launch of a successful chamber music organization from its conception in 1993 to its inception in 1995, and through its first 10 years of operation. Provided marketing for year-round programming including youth symphony, summer chamber music festival, winter concert series, summer chamber institute, and other special programs.

Supported the launch and growth of an occupational medicine program formed by a regional hospital. Provided comprehensive marketing communications and sales support to free-standing clinics that helped the program achieve its profitability objectives.

Digital Branding and Internet

Led the rebranding and redesign of a regional university's web system including user interface and digital branding, integration of library, bookstore, online classware, and proprietary applications. Site design recognized by EduStyle, a University Web design site, for excellence.

Communications Experience and Skills

Branding

Led the development of branding programs for a variety of organizations, integrating visual brand (logos, graphic identity), messaging and the alignment of operations to deliver brand promises. Representative clients include Icicle Creek Music Center, The Rainier Group, System Three Resins, Lakeland Communities, Seneschal Advisors, SeaCap Investment Advisors, and American Financial Solutions.

Digital and Internet

Led teams to develop digital branding strategies, messaging, content and Search Engine Optimization/Search Engine Marketing strategies for results-oriented Internet marketing programs since early 1990s. Working with design and programming specialists, have created dozens of sites that integrate ecommerce and custom applications. Representative Web programs include Systems Three Resins, Icicle Creek Music Center, Sleeping Lady Mountain Retreat, Exvere Private Investment Bank, Association of Telemedicine Service Providers, Marylhurst University, American Financial Solutions, Fucile & Reising, Seneschal Advisors. Led the development of Web tools for firms such as Northern Life Reliastar and GE Capital Assurance.

Marketing Communications

Have provided project management, creative direction and copywriting on a full spectrum of marketing communications elements: logos, brochures, print collateral, Web sites, software applications, software demonstration kiosks, industrial video, direct mail, trade show exhibits and trade show publicity, special events (fundraising, recognition), media relations, by-lined articles, white papers, etc. Special emphasis on Web communications, SEO, social networking.

Special Projects

Organized the “Star Trek” demonstration publicity event for Conversay, a speech recognition technology firm, for the Consumer Electronics Show. Engaged Star Trek actors Kate Mulgrew (Janeway), Lavar Burton (LaForge), Brent Spiner (Data), George Takai (Sulu), Walter Koenig (Chekov), Nichelle Nichols (Uhura), Majel Barrett (Nurse Chapel) and James Doohan (Scotty) in public event to support the announcement of the Conversay technology.

Innovation

Online Assessment System Developed a proprietary online strategy and marketing assessment tool based on research by and with the permission of professors Jeffrey Conant, Michael Mokwa, Rajan Varadarjan and Daryl O McKee (Texas A&M, Louisiana and Arizona State Universities). The assessment tool determines the strategic archetype of the organization and tailors its assessment of the strength or weakness of key marketing success factors specific to each archetype. It utilizes the Four Quadrant model developed by Ken Wilber to assess both the “hard” (systems, processes,

measurement systems) and “soft” aspects (engagement, beliefs, culture) of marketing and strategy management. It determines the degree to which the client’s marketing practices are aligned with the values of sustainability.

Publications

Representative

2007 Contributor; “The Leadership of Sustainability: A study of characteristics and experiences of leaders bringing the ‘triple-bottom line’ to business,” by Pat Hughes, Senior Associate and Project Director.

Listening, A Marketing and Strategy Newsletter/Blog

Publishing 12 or more articles per year on ethical marketing, strategy and sustainability marketing, examples include:

- 2009 The Transformation of Marketing
- 2009 Two Roads Converge in a Wood: Sustainability and the Path to Transformed Marketing
- 2008 Marketing “Before” and “After” Sustainability: “After” Approaches Emphasize Stakeholders, Systems Perspective and “Third Way” Thinking
- 2007 The Customer Is Not An Idiot: Empathy, Interconnection and the Ethics of Persuasion
- 2007 Social Enterprise and Non-Profits: Holding Mission and Financial Sustainability
- 2005 Living The Great Story: Three Questions That Connect Us To the Work of Our Time

1998 Planning Helps Companies Stay Abreast of Market Change; *International Association of Financial Planners*

1998 Marketing Financial Products and Services to High Net Worth Individuals; *International Association of Financial Planners*

1990 Audits Help Companies Maintain Marketing Fitness, *Puget Sound Business Journal*

Presentations, Speaking

2008 "Marketing, Sustainability and Organizational Capacity for Complexity" Portland State University international conference on Business and Sustainability

1998-99 Strategic Thinking and Marketing; Success Skills for the ‘90s; Ready, Aim Succeed: Strategic Marketing Planning – Marketing workshops offered through Greater Seattle Chamber of Commerce, and professional associations in the Seattle area

Chairman, 1986 National Conference of the National Federation of Press Women (NFPW)

Employment

Strategist, President

Hosfeld & Associates Inc.

1989 – Present (21 years)

Strategy and marketing services for corporations and non-profit organizations.

Senior Account Manager

Ogilvy & Mather/West

Marketing and Advertising industry

1987 – 1989 (2 years)

Strategic marketing communications for primarily financial services clients including GNA (Great Northern Insured Annuity), Pacific First Financial, Bank of America, Weyerhaeuser Mortgage.

Section Editor

Skagit Valley Herald

Media, Newspaper

1982 – 1986 (4 years)

Edited features section of a daily newspaper; contributed to news, religion, and political coverage on an enterprise basis.

Awards, Recognition

Representative

2007 EduStyle, University Web Site Awards, Noteworthy, January 2007; included in *The Higher-Ed Guide to Usable Higher Ed Home Page Design*

2001 Mayors Small Business Awards Nominee

1986 First Place, Washington Press Association Special Section

1985 Penney-Missouri Lifestyle Journalism Awards Finalist

1985 First Place, Washington Press Association Page Layout

1985 Second Place, Washington Press Association Lifestyle

Memberships, Affiliations

Member Company (Hosfeld & Associates), Green America (Formerly Co-Op America)

Moderator-Elect, All Pilgrims Christian Church

Past Memberships:

American Marketing Association

American Management Association

National Federation of Press Women

Washington Press Association

Volunteer, Pro Bono

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2009 Coach, Social Venture Plan Competition, Seattle Pacific University
2007-8 Board Member, ArtsEd Washington
2006-8 Seattle Youth Symphonies, board development
2007 Coach, Sustayne Social Venture Accelerator program
2007 Practitioner Coach, Marketing Projects; Bainbridge Graduate Institute
1995 to 2004 Icicle Creek Music Center, marketing and audience development
1993-5 Community Board Member, Annex Theater
1992 Seattle Youth Symphonies 50th Anniversary Campaign
1991 Board Member, Shanti
1988-90 Business Volunteers for the Arts, Multiple Assignments
1987 Volunteer, Shanti

References

Available upon request.

Please also see Hosfeld.com/experience.php for letters of reference and testimonials