
ELECT SUSAN HOLDEN

to the BIA Board

Strengthen
The BIA board
by **ELECTING**
SUSAN
HOLDEN,
Regional
Sales
Manager,
On The Bay
Magazine
and the New
Classical
102.9 FM



WHAT DOES **SUSAN** BRING TO THE TABLE? // //

Susan is a media and marketing savvy senior manager, who thinks strategically, operates well on a team and brings a goal driven attitude to the BIA Board.

STRENGTHS AND BACKGROUND

- Outstanding sales and marketing background with a strong ability to maintain relationships with key stakeholders
- Experienced regional manager; maintained sales and operational activities with multiple franchisees in five regions across Ontario
- Responsible and accountable for the project management of multiple sales, marketing and promotional projects directed towards strategic business and other organizational objectives from inception through completion

- Proven experience in team development with training and coaching experience, direct reports of 15-20
- Extensive operational management experience; ensured quality service (ISO:9001) and operational preparedness in multiple locations
- Solid negotiation and conflict resolution skills
- Strong communication skills; natural ability to build rapport, establish credibility and ensure profitability for all stakeholders
- Excellent presentation and tradeshow skills; delivered over 200 corpo-rate presentations and training workshops, received Ontario public speaking award
- Results driven attitude

Want to know more or ask Susan a question about her commitment to Downtown Collingwood? Reach her at s.holden@classical1029fm.com
