

## Mary E. Honan

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Mary brings over 20 years of broad experience to leverage in working with small and medium size businesses to attract and retain customers, increase sales and grow the business.

Mary has hands-on experience in all aspects of marketing with a particular focus on helping business owners develop and integrate marketing fundamentals into their business plan and their primary activities. With a focus on the core of one's business, Mary works with her clients to develop *and* execute an actionable and logical plan for scalability, growth and measurable results.

Mary launched her career at Fidelity Investments where she earned Series 7 and Series 63 licenses, executing trades for mutual fund and brokerage customers during high volume trading periods. After graduate school, she went on to head up Direct Marketing and Research for all lines of business at a large regional bank, AmSouth Bank. She then held senior positions within leading niche consulting organizations, including Tessera Enterprise Systems, to design and deliver solutions to leading organizations, including FedEx, Marriott International, Invitrogen, MMC, WellPoint, Brown Brothers Harriman, Epsilon, Bank of America, and The Ritz-Carlton. From consulting, Mary joined a global software start-up to lead all marketing efforts for its primary market, North America. Mary is now the principal of her own business, **For Marketing Matters**.

**For Marketing Matters** is a SOMWBA certified WBE – Women Business Enterprise. Additionally, Mary is an accredited Associate with the Institute for Independent Business. With this accreditation, Mary gives time each month to work with small and medium companies in the community to discuss future plans, issues and the challenges they face with the goal of providing insight and advice that can assist in moving their businesses forward.

Mary is a graduate of Boston College, where she graduated summa cum laude with two Bachelor of Science degrees in Finance and Marketing from the Carroll School of Management. Mary completed her MBA at Emory University in Atlanta at the Goizueta School of Business in an accelerated one year program.