

Mary E. Honan



Mary brings over 25 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 first build a strong foundation and then develop *and* execute an actionable and logical marketing 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, 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 launched in 2007, **For Marketing Matters LLC**.

For Marketing Matters LLC offers small and mid-sized businesses pragmatic, fact-based marketing that delivers results. FMM offers a wiser alternative to hiring and a cost-effective alternative to retaining a high-priced marketing agency. As a full-service marketing department, the FMM team is comprised of a Dream Team of A players who operate virtually and with whom Mary has been working with for years.

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.