

PROFESSIONAL PROFILE

Susy joined the ARDENT team in 2011 after 11 years as Co-Owner and General Manager at a top ranked direct mail advertising company which was ranked as a leading franchise nationally for six consecutive years.

Susy's responsibilities at the agency included co-launching the startup and growth of the company that expanded circulation 500% since 2000; playing a key role in establishing processes and procedures with oversight of production, customer relationship management, order processing, budget administration, strategic planning, projection and objective setting, and technology. Additionally, she served as Chairperson of the Marketing and Business Development Committee where she was tasked with analyzing return-on-investment potential of franchise network project proposals.



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