

Mary M. Hills, ABC, Six Sigma, IABC Fellow  
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**Objective:** Marketing and Communication Professional/Graduate Faculty

**Credentials:** With more than 25 years of managing a dual focus as a marketing and communication practitioner in the business corporate environment and a professor in higher education, I bring practical academic thought leadership and real world business economics together to create and deliver programs that are timely, knowledge-driven and forward-looking.

**Academic Preparation:**

MA	Purdue University	1993	Communication – Organizational
BS	Marquette University	1978	Marketing/Finance/Management

**Work Experience:**

**2009 – Current**

**Heimann Hills Marketing Group, Principal**  
Chicago, IL

Principal of a consulting firm that provides for-profit organizations with research, marketing, communication and development/training services. Projects include: distribution/partner-alliance/M&A research, business development strategy & planning, brand audits, tutor/seminars, new business launches and research analysis, new product development, marketing communication planning & implementation, communication standards training/development.

**2015 – current**

**Adjunct Faculty – MS Strategic Communication**  
Loyola University Chicago – School of Communication  
Chicago, IL

**2003 – current**

**Visiting Professor - MBA Program**  
**Senior Adjunct Faculty**  
**Adjunct Faculty**  
Keller Graduate School of Management  
Chicago, IL

Onsite/online teaching in Keller Graduate School of Management's MBA program, a national leader in onsite/online management education for business practitioners. Member of the Capstone Panel. Experiential/hands-on pedagogy. Blended Learning certified. Teaching Certifications: marketing management, research, advertising, consumer behavior, new product development, channels of distribution, sustainability marketing and sales management. Teacher and trainer in virtual education delivery – connected classrooms.

**2007 - 2009**

**Peak Marketing & Communication, Principal**  
Schererville, IN

Principal of a consulting firm that provides organizations with strategic marketing and accredited communication services. Projects include research (primary/secondary, quantitative/qualitative), competitive intelligence, brand audit, integrated business and communication planning and metrics.

**2005 – 2007**

**Marketing Director**  
The Condon Group, Ltd.  
Tinley Park, IL

The Condon Group, Ltd is a regional accounting, tax and consulting firm specializing in closely-held businesses. Developed 2006 marketing plan for Firm that focused on developing four niches utilizing five partners and four managers as sales force. Established and managed targets, awareness campaign, qualification steps and initial meeting. Managed the marketing and sales training for sales force as well as sales metrics. Developed and implemented three month sales training program including independent CPE study, business development meetings, eight hour offsite session and one/one follow up consultation for salesperson. Directed marketing communication activities for Firm including newsletters, marketing

collateral, website, presentations and events. Selected and managed the implementation of a website content management system to facilitate in-house update capability. Open architecture software controlled costs for small firm. Managed implementation of a Client Dialogue Program which interviews clients in a non-anonymous environment. Two clients were put on watch list and service extensions are expected from ten existing clients.

**2004 – 2005/Contracts**

**Marketing and Communication Consultant**

JP Morgan Chase  
Chicago, Illinois

Brand consultant for JP Morgan Chase on the Bank One acquisition. Worked with London and New York offices to re-brand international products and services. Earned Six Sigma – Green Belt.

**Chicago Equity Partners, LLP**

Chicago, Illinois

Chicago Equity Partners, LLC is an institutional investment management company with approximately \$6 billion assets under management. Using a quantitative modeling approach with a fundamental overlay, the main focus is on equity product offerings. Directed integrated external and internal communication activities for firm's expansion including ownership expansion, product name changes, changes in organizational structure, increased sales efforts in Canada, and aggressive marketing of fixed income and sub-advisory products. Managed a 100% increase in Request For Proposals (RFP), presentations, advertising, and media releases from 2003 activities.

**1999 – 2003**

**Manager, Corporate & Institutional Client  
Communication**

Northern Trust  
Chicago, Illinois

Northern Trust is a leading provider of investment management, asset and fund administration, fiduciary and banking products and services with \$2.2 trillion assets under administration. Company had experienced tremendous growth in the last decade as a result of the corporate and institutional business. Managed the building of the Corporate & Institutional Marketing site on the company intranet to become the central depository for all client communication, security/safety topics, and compliance notices – a one-stop shop for frontline communication management. Defined internal workflow of communication team across department and business unit lines to utilize corporate resources and reduce outsourcing costs. 100% of graphics and 2-color printing brought inside as well as mailings of under 400 pieces. Based on research, developed and directed, the Corporate and Institutional business unit Y2K "In Control" communication strategy that differentiated company from competitor's "hourglass/doomsday" strategy. Facilitated meeting for 3,000 employees across three continents to educate them on the company's position. Conducted an audit of corporate and institutional print marketing materials for seven market and four robust product segments, and was the first business unit to develop a new graphic image and content approach to respond to corporate brand initiative. Within three years, the program was adopted corporate-wide. Developed, implemented, and managed efficient internal communication practices for employees that included email announcements, update presentations, and small group meetings, to enable employees to position the company and its product/services in the marketplace. Researched and wrote straight-through processing positioning brochure for seven corporate and institutional market segments. Coached front line employees on presenting sensitive issues to clients. Coordinated marketing and communication activities for high net worth individuals for Florida Personal Financial Services offices for leading financial institution. Developed event materials and mortgage kit to conform to corporate branding initiative. Member of corporate business continuity team, I.E. 9/11.

**1997 – 1998**

**Marketing Communication Team Leader**

NIPSCO Industries, Inc (now NiSource)  
Merrillville, Indiana

At time of employment, NIPSCO Industries, Inc was a \$176.7 million energy company serving over 300,000 customers in the upper third of Indiana. Responding to deregulation of the industry, the company

recruited marketing individuals to “test” a competitive energy environment. Within 2 years the company abandoned their competitive energy efforts and focused on gas acquisitions for future sustainability. Develop media/advertising plan for gas choice program in beta market. Developed approved vendor process in three months to outsource graphic design and print activities when internal resources had to be eliminated. Developed multi-level sales communication strategy for large commercial and industrial customers. Phases included initial contact, request for proposal, and oral presentation. Strengthened relationship between sales force and prospective customers, directed the sales process, and shortened the sales cycle for the 12 national marketing segments. Restructured image and navigation of corporate Web site to achieve site uniformity and branding. Launched online marketing and e-commerce applications for consumer products and service groups. Electronic sales produced 50% of total sales for introductory offer. Managed monthly utility customer newsletter to more than 300,000 customers covering product/service marketing, consumer safety topics, and regulatory issues. Member of corporate crisis management team, I.E. union negotiations.

**1995 – 1997**

**Director of Marketing**

Whiteco Outdoor Advertising  
Merrillville, Indiana

When hired, privately-owned Whiteco Outdoor Advertising was the third largest outdoor advertising agency in the U.S. and had begun expanding into China. Operations covered 38 states with 14 regional offices. Directed a quantitative awareness study that measured 26% increased awareness of customer’s product from pre-advertising to post-advertising. The result of the research increased sales revenues and became a powerful sales tool used throughout the industry. Directed team effort for development of sales kit that included regional target list, customer/industry profile, and customer/industry billboard design samples to increase prospecting and to shorten sales cycle in 14 regional offices covering 36 states. Researched and created customer/industry profiles for products to improve sales targeting effectiveness for 14 regional sales offices covering 36 states. Developed business-to-business telemarketing campaign. Reviewed customers, established targets, purchased database, directed telemarketer, and tracked results. Generated a secured appointment rate of 7%, beating goal of 3.5%.

**1993 – 1995**

**Management Consultant**

Center for Management Development  
Indiana University Northwest  
Gary, Indiana  
Professional Management Concepts, Inc.  
Merrillville, Indiana

Diverse interactive program development and presentation includes topics in communication, business practices and procedures, marketing, management, organizational strategy, and formational development. Designed and facilitated four-hour hands-on workshop for administrative assistants in goals, roles, and expectations, meeting organization and planning, project organization and planning, to increase efficiency and effectiveness in their organizations. Developed and presented four-hour program on business writing for all employees of regional water company. Co-developed training manual and prepared 500 prospective employees for standardized test, interview, and drug test for federal agency employment in 140-hour program.

**1993 – 1999**

**Adjunct Faculty – Communication**

Indiana University Northwest  
Gary, Indiana

Instruction in Interpersonal Communication, Public Speaking, and Business Communication for the undergraduate program and Managerial Communication for graduate MBA program.

**1988 – 1993**

**Graduate Teaching Assistant - Communication**

Purdue University Calumet  
Hammond, Indiana

Instruction in Interpersonal Communication and Public Speaking for undergraduate program. Public Speaking materials were used in NCA accreditation in 1993.

**1987 – 1992**

**Public Relations Specialist, Chair, Workshop Presenter**

Expanding Career Horizons Career Conference  
The Institute for Continuing Education, Purdue  
University Calumet, American Association of  
University Women, & Lake Shore Business and  
Professional Women's Club  
Hammond, Indiana

Developed and implemented formal media/public relations program for conference, a regional middle school program that provided hands-on workshops in math, science, and technology careers for students in Lake and Porter counties in Indiana. Took on additional Chairman role and grew attendance from 100 to 400 during tenure. In 1992, served as Workshop Leader for Marketing, "Dream, Product, Market: Take a Product From Beginning to End and Find Out What Business Is All About."

**1980-1981**

**Public Information Specialist**

Federal Reserve Bank of Chicago  
Chicago, IL

Responded to public inquiries on financial, economic, and governmental topics via written and verbal channels. Conducted information sessions for the public, 18 years and older, that included an overview on the Federal Reserve System and its mandate, an economic update, and tour of the currency operations. Facilitated implementation of the Depository Institution Deregulation and Monetary Control Act through banking industry and community events. Initiated and created database to track and verify information requests and responses.

**1978 – 1979**

**Executive Management Trainee**

First Wisconsin National Bank – Milwaukee  
Milwaukee, Wisconsin

At time of employment, First Wisconsin National Bank was the 34<sup>th</sup> largest retail banking institution in the United States. Selected from 400 national applicants as one of 20 Executive Management Trainees for a 13-month intensive banking program with the objective of grooming future banking leaders. The program consisted of hands-on training in banking functions including, teller, consumer and commercial lending, operations, trust, mortgage, international, branch community operations, and investments. Served as spokesperson for the company at many community functions including March of Dimes and Republican Party events.

**Works and Research**

[Global Standard Blog Series](#), (2015). Three part series on the development of the Global Standard, career levels and applying to Global Standard to the marketplace.

Global Standard of the Communication Profession online/virtual assessment tool, (2014), Beta-tested with senior UK Government communication professionals.

Advanced Strategic Communication Management course, (2014), 40-hour course based on the Global Standard of the Communication Profession. Delivered to senior UK communication professionals.

Global Standard of the Communication Profession, (2012), Qualitative research of global sample using environmental scan, literature review and 1/1 interviewing.

IABC Value Study (2007). "What's the Value of ABC Accreditation? A Study of ABCs, their supervisors and their clients."

Thesis (1993). "Women leaders in Financial Institutions: Towards the Identification of a Gender – Based Leadership Style." Using a qualitative methodology, interviewed women executives in finance to address how gender informs and affects leadership roles. Research recognized by Girl Scouts of America – Indiana Cluster, American Association of University Women, and several developmental groups.

Hills, Mary. (1992). "The Colors of Me." Storyboard. St. Michael Catholic Community. Schererville, IN.

Brown, Fern. (1981). "The Great Money Machine." Julian Messner, New York. Edited Chapter 4, "The Fed."

### **Presentations/Programming**

"Are You Playing Monopoly or Clue with Your Marketing Program?" (2014). First Financial, Crown Point, IN.

"Implementing the Global Standard of the Communication Profession <sup>SM</sup> into the Every Day," (2014) "IABC World Conference, Toronto, Canada.

"e-Commerce: A Distribution Strategy for All," (2014), Rotary International, Merrillville, IN.

"Paid, Owned, Earned," (2013), Business Group, Merrillville, IN.

"The Whole Enchilada," (2013), BNI Crossroads, Merrillville, IN.

"Tips for the Telepresence Classroom," (2013), Keller Graduate School of Management, CA &

IL.

"The Why of Networking," (2012), BNI Crossroads, Merrillville, IN.

"Trends in U.S. Marketing," (2011), Center for International Studies, Italy, Chicago, IL, Bologna Chamber of Commerce, Bologna, Italy.

"Building A personal Vision." (2011) eEngaging NWI Business Women. Northwest Indiana Forum, Portage, IN.

"Personal Ethics/Business Ethics: One in the Same?" (2011) Marquette University, Milw., WI

"Building communication excellence through in-house development" (2010), Toronto, Canada.

"Excellence in Communication: Study Findings" Program Developer/Facilitator, (2010), Unilever, Asia AMET, Singapore.

"Strategic Communication Planning: A Stakeholder Approach," (2010), Unilever Asia AMET, Singapore.

"Presenting and Dialogue to Achieve Buy-In," (2010), Unilever Asia AMET, Singapore.

"Steps in Accreditation." Speaker, IABC World Conference, (2009), San Francisco, CA., (2010), Toronto, Canada.

"Marketing Communication: Writing Like You're in the Know", IABC Business Writing Conference, May 2009, Chicago, IL.

"Value of the Accredited Business Communicator." (2008) Association for Education in Journalism and Mass Communication, Chicago, IL.

"Staying Connected...with YOU." (2008). HerWorld Conference (for high school girls), Keller Graduate School of Management, Alsip, IL.

"Be ready for the expanding marketplace: Career paths for the professional communicator." (2008) IABC International Conference, New York, NY and IABC/Chicago Workshop, Chicago, IL.

"Are You Playing Monopoly or Clue with Your Marketing & Communication?" (2007) AMA and IABC, Lincoln, NE

"Research and Measurement" (2007) Facilitated experiential segment of workshop for IABC/Chicago. Chicago, IL.

"Accreditation." (2003). International Association of Business Communicators Group Meetings. Chicago, IL.

"9/11 – And the financial system continues to operate." (2001). Facilitated panel discussion for Banking Women Association. Chicago, IL.

"Marketing Your Small Business – Advertising." (1996). Entrepreneurial College. Purdue University Calumet. Hammond, Indiana.

"Postal Service Preparatory Course & Employment Skills Training." (1995). Co-developer and instructor of 140-hour program for the un/underemployed in Gary, IN. Center for Management Development, Indiana University Northwest. Gary, IN.

"Put It In Writing." (1995). Full-day training in business writing for client organization of the Center For Management Development. Indiana University Northwest. Gary, IN.

Administrative Assistant Workshop. (1994). 4-hour workshop for secretaries/administrative assistants. Professional Management Concepts. Merrillville, IN.

"Building Team Confidence." (1994). 2-hour workshop focusing on organizational communication. KLD Marketing Research. Valparaiso, IN. Girl Scouts of America. Valparaiso, IN.

"But...can they lead?" (1994). Keynote speaker. 1994 Indiana Cluster (State) Meeting of Girl Scouts of America. Indianapolis, IN.

"Clarifying Roles & Responsibilities." (1994). 2-hour workshop. KLD Marketing. Valparaiso, IN.

“Confidence in the Classroom.” (1994). In-service. Diocese of Gary. Schererville, IN.  
“Conflict Management(supervisory/peer).” (1994). 2-hour workshop. Girl Scouts of America. Indianapolis, IN.  
“I Have Confidence.” (1994). 4-hour business communication session. Sullivan Beauty Supply. Alsip, IL.  
Time and Strategic Management Techniques. (1994). 12-hour workshop. Professional Management Concepts, Inc. Merrillville, IN.  
“You’re On.” (1994). 4-hour meeting client expectations session. Sullivan’s Beauty Supply. Alsip, IL.  
“Through Him, With Him...” (1993). 6-hour sacramental preparation program. St. Michael Catholic Community. Schererville, IN.  
“Dream, Product, Market.” (1992). Expanding Career Horizons Career Conference. Purdue University. Hammond, IN.  
“I’m Sorry... You’re Forgiven.” (1992). 9-hour sacramental preparation program. St. Michael Catholic Community. Schererville, IN.  
“Learning Styles of Girls.” (1992). American Association of University Women Calumet Branch Speaker. Highland, IN.

### **Current Professional Membership**

American Association of University Women  
American Marketing Association  
International Association of Business Communicators  
OSEC Switzerland Pool of Experts  
Chicago Council on Foreign Affairs

### **Accreditation**

Accredited Business Communicator, International Association of Business Communicators. 2002.

### **Professional Service and Leadership**

#### **Board Member**

American Association of University Women (1988-1992), Girl Scouts of America – Fund Development (1997-1998), International Association of Business Communicators – Chicago (2003-2008), St Michael Steering Committee, Schererville, IN (1993-1995).

#### **International Association of Business Communicators**

IABC Fellow (2016), IABC/Chicago Karen Utterback Award (communication excellence and organizational stewardship) recipient (2015), The Academy Committee (2014), Chairman’s Award for Advancement and Service (2012), Career Roadmap Committee (2012 - 2014), Life-long Learning Summit (2011). Accreditation Exam Administrator and Grader (2004 –2012), Accreditation Portfolio Evaluator (2008-2012), International Accreditation Council Committee (2004 – 2012), International Accreditation Council, Director of Marketing (2007-2009), World Conference Program Advisory Committee, (2008-2010) International Accreditation Council, Vice Chair (2009-2010), International Accreditation Council, Chair (2010-2011), International Accreditation Committee, Past Chair (2011-2012) IABC/Chicago Board Member, (2003 – 2009). Accredited Business Communicator (2002).

#### **Judging and Evaluations**

BlueCross BlueShield Blue Awards Judge, 2005, 2007, 2008. IABC Judge (Gold Quills, International Chapter Award Programs), 2002 – 2016, Keller Graduate School of Management Capstone Panel.

### **Additional Distinctions**

#### **Management Development**

ZengerMiller Management Skills (Self Study) – 1994, Priority Management – 1994 (Time, decision-making, project, strategic), Survival Skills for the New Manager – 1999, Performance Management Process for Managers – 1999, Coaching and Developing for Performance – 2000, Diversity at Work – 2000, Compensation Communication – 2001, Managing Diversity at Work – 2000, Managing Within the Law – 2001, IABC Leadership Institute, 2005, 2007, 2008, 2009, 2011, Corporate Reputation, The Conference Board, 2008.

**Skills Development**

MS Access – 1996, Learning HTML – 1997, Media Analysis & Planning – 1997, Online Marketing – 1997, 1999, Chicago Style Manual, Editing – 1999, Writing for the Wired World – 2000, Benefit Communication (Audit) – 2003, Six Sigma Green Belt, 2005, Presenting Data and Information, Edward Tufte, 2005, 2011, Competitive Intelligence, 2006, Blogs as a PR Tool (2007), Blended Learning, KGSM, 2009, SmartBoard/Podium Training, 2011, Virtual Teaching, 2011, Connected Classrooms Video, 2015.

**MBA Course Certifications**

Marketing Management, Advertising, Consumer Behavior, Marketing Research, New Product Development, Sales Force Management, Channels of Distribution, Sustainability Marketing.