

Donna Brassard

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Business Strategist | Revenue Generation | Sales Strategy

Professional Summary:

- **A smart business strategist**, responsible for the significant growth and profitability of several b2b brands over the past 20 years.
- **A strong communicator and leader**, with a history of developing and coaching teams and individuals to maximize their growth and sales performance.
- **A new b2b business and product developer**, adept at planning and implementing ideas that shape and fit the brand, meet client needs and grow the business profitably.
- **Engaged member of the Maine business community** with an extensive network to make connections and create strategic partnerships for mutual gain.

Experience

Group Publisher, New England Business Media | Publisher, Mainebiz (1999 to 2021)

- Led the newly acquired business and took it from a monthly paper with about \$300,000 in revenue with negative earnings, to a multi media organization with \$2.2 million in revenue with a healthy profit today.
- Brought together a team of professionals to create content, design, market and sell b2b products, winning several national and regional awards for editorial and design excellence.
- Developed and successfully launched several new e-news products that tripled digital sales.
- Improved performance and efficiency within the company by coaching and mentoring managers and individuals across all four divisions and in all departments.

Previous experience includes leadership and sales positions, copywriting and marketing roles for several media organizations including Worcester Publishing, Intercorp, Central Mass Media, Historical Times, Meredith Corporation, Quest International.

Education

BA in English (Journalism) - St. Lawrence University, Canton, NY

Leadership Maine, Upsilon Class - Maine Development Foundation

Community Involvement

Member of the board of directors/Secretary/Vice President
Alliance of Area Business Publications

School board member
Holy Cross School

Member of the board of directors
Portland Stage Co.

Co-President
Greater Worcester AdClub