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Meet the

# Hanley Wood Strategic Marketing Services Team

Hanley Wood **Strategic Marketing Services** (SMS) empowers building product manufacturers with custom-tailored marketing solutions that leverage Hanley Wood's unmatched marketplace access and authority. This access and authority presents marketers with unprecedented opportunities to drive results and gain or retain brand leadership through superior:

- **Reach.** Reaching only highly-qualified prospects through Hanley Wood's proprietary database.
- **Trust.** Winning trust and influencing buyer behavior through Hanley Wood's brand leadership across all sectors of the residential and commercial design and construction industries.
- **Process.** Implementing a proven demand generation process that that delivers sales-qualified leads across thought leadership, social media, online and print platforms.

To help ensure client success, Hanley Wood has assembled an all-star group of subject matter experts for the SMS team. Each professional is uniquely qualified to provide the insight, innovation and accountability that have made the Hanley Wood brand a respected industry name for nearly 40 years.

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## The SMS Team



**Jennifer L. Pearce**  
**Senior Vice President**  
**Strategic Marketing Services & Consumer Media**

- Eleven-year Hanley Wood veteran serving in a variety of progressively-responsible senior leadership positions and with more than 20 years of overall management experience in publishing, creative and content management with leading media companies, including National Geographic and Time-Life, Inc.
- Custom content marketing visionary, providing strategy development and operational oversight for over 60 clients, including top industry brands including The Home Depot, Kohler, Pella Windows & Doors, DuPont, Wells Fargo, Sprint, Owens Corning, Bose and Samsung.
- Led the development of Hanley Wood Education & Training Hanley Wood Education and guiding its participant database to more than 50,000 professionals across nearly 300 training courses, a record of accomplishment that may be unmatched in the industry.
- Educational background: Kenyon College (B.A. – History) with high honors.



**Dan Goodman**  
**Senior Director**  
**E-Commerce and Web Development**

- Leads Hanley Wood's industry-leading e-commerce sites and Hanley Wood University web development, directing a team of six web and learning center development professionals. Responsible for the million-dollar overhaul of the company's two flagship e-commerce sites.
- Distinguished record of digital media leadership at top public- and private-sector organizations, including National League of Cities, America Online, USLaw.com and Sprint Corporation.
- Educational and public service background: Amherst College (B.A. – Mathematics); Harvard University (M.P.P. – Technology Policy); Air Force Space Command (officer).



**Lottie Green**  
**Senior Director**  
**Content Development**

- Directs the development and implementation of demand generation programs for Hanley Wood SMS clients Bosch, Leica Geosystems, Brunner, Huber, Lennar Strategies, among other leading industry brands.
- Award-winning multi-media content strategy leader and writer skilled at developing content-driven ideas across a range of media, including web, social, print, mobile and live events.
- Broad background of progressively responsible positions for several prominent media and advertising organizations, developing content-based programs for clients in hospitality, tourism, entertainment, health care and real estate.
- Recipient of numerous awards for writing and web marketing excellence, including eight Adrain Awards for work in hospitality sales and marketing.
- Educational background: Syracuse University (B.A. – English); Carnegie Mellon University (M.F.A. – Dramatic Writing).



**Karol Kaiser**  
**Senior Director**  
**Education & Training**

- Directs the development of all Hanley Wood Education & Training programs using state of the art course development tools for online learning. Support corporate sponsors in developing an education strategy that meets their needs and those of their audience. Maintains high standards set by AIA/CES and other professional education accrediting bodies (selected to participate as an AIA CE Review by AIA/CES).
- Recognized as a national expert in the development and implementation of experiential learning programs with over 25 years of corporate education and training experience.
- Led the education and training development initiatives for the U.S. Green Building Council, leading to the development of green building and LEED Rating System education programs for approximately 100,000 industry professionals and USGBC members.
- Spearheaded award-winning professional education programs at the Urban Land Institute, the American Institute of Architects and Einhorn Yaffee Prescott, Architecture and Engineering, P.C.
- Educational background: Kutztown University (B.A. – Architectural History); Boston University (Graduate Degree in Architectural Preservation).



**Hillary Gottemoeller**  
**Content Director**  
**Consumer Print and Emedia**

- Nine-year veteran of Hanley Wood's Market Intelligence and consumer house plans groups, assuming progressively more responsible roles encompassing catalog and site merchandising, designer relations and contract management, editorial control of the newsstand magazine program and content direction.
- Recognized as a voice of authority in the stock house plans industry, speaking on behalf of Hanley Wood in stories for *The Wall Street Journal* and *The Washington Post*, leading webinars for the American Institute of Building Designers and serving on the jury panel for the American Residential Design Awards.
- Educational background: Rhodes College (B.A. - American Studies).



**Michael Morgan**  
**Director**  
**Plan Services**

- Fifteen-year Hanley Wood veteran, serving in all aspects of the call center management and operations with oversight of collaborative sales efforts.
- Expertise in analyzing customer service and sales performance, staff development, financial systems and oversight of sophisticated call center telephony.
- Results-oriented with emphasis on fostering and sustaining aggressive sales- and partner-based incentives.
- Providing first-line support for Hanley Wood Education & Training.
- Educational background: St. Xavier University (B.A. - Business/Music); U.S. Air Force (airman leadership).



**Kristina Kessler**  
**Managing Editor**  
**Commercial Construction**

- Award-winning writer, editor and publishing leader with a distinguished 16-year record of achievement as Vice President/Editor-in-Chief of *Urban Land*, the leading magazine for business and government real estate professionals worldwide. Also guided *The Construction Specifier*, the publication of record for The Construction Specifications Institute, guiding editorial and production over a nine-year tenure.
- Guides HWE custom course development for corporate clients, working closely with the client to identify course priorities, arranging for content development and design and course implementation.
- Educational background: The George Washington University (B.A. – English/Journalism); University of Maryland – College Park (M.A. – English/Literary Criticism).



**Marissa Hovraluck, LEED Green Associate**  
**Account Executive**

- Works closely with Hanley Wood Education corporate sponsors to perform course development work from topic acquisition and course scripting through audio production, quiz components, animation and PowerPoint conversion.
- Experienced in providing customer support, reporting, user support and other activities to the construction industry including work for a respected architecture firm and a marketing advisor to Hanley Wood.
- Educational background: Duquesne University (B.A. – Integrated Marketing Communications).



**Heather Koczur**  
**Project Coordinator**

- Internal and external project liaison providing project managers and other stakeholders with continuous updates and progress reports, insuring timely and successful project completion. Reviews project status with SMS senior leadership, providing short- and long-term planning guidance as required.
- Long history of project management work, from inception through launch, for respected publishers in the consumer, business and government sectors.
- Educational background: Ohio University (B.F.A. – Graphic Design, Music).



**Susan Veoni**  
**Content Specialist**

- Assist with strategic content development and execution of SMS digital programs, such as HTML emails, newsletters, articles, white papers and webpages. Works closely with clients to identify project priorities and expectations.
- Experienced writer, editor and project manager in the non-profit and corporate space. Constantly stays up-to-speed on the latest digital marketing trends and capabilities.
- Education background: Michigan State University (B.A. – Communication/Public Relations); Georgetown University (M.A. – Corporate Digital Communications – expected 2014).



**Richard Stirba**  
**Senior Web Producer**

- Seasoned writer, editor and content specialist with more than 20 years' experience in print and digital B2C and B2B publications, including eight years with Hanley Wood.
- Guides development of customized website resources -- including microsites and video resources -- for corporate clients in the construction sector.
- Educational background: Syracuse University (B.A. – Journalism and English).



**Jenny Clark**  
**Manager**  
**E-Commerce and Web Producer**

- Manages all day-to-day activities related to Hanley Wood's e-commerce websites, including: scheduling and prioritizing development releases, improving site functionality, creating landing pages, maintaining/producing corresponding social media and investigating mobile solutions.
- Creates strategic marketing solutions for clients, such as custom e-newsletters/HTML and Tridion-based slideshows.
- Advances user experience on Hanley Wood University by auditing courses and testing site functionality.
- Educational background: The College of William and Mary (B.A. – Music). Magna cum laude.



**Kevin Williams**  
**LMS Administrator/Project Lead**

- Handles day-to-day administration of the Oracle-based learning management system (LMS), providing technical support and project management leadership for Hanley Wood Education clients.
- Broad background in LMS-based training development, developing and publishing more than 30 online courses for a major trade association, providing expert technical support and creating web interfaces from mock-up to HTML as well as other LMS activities.
- Well-skilled in a wide-variety of applications, including Microsoft operating systems, Adobe Master Suite and course development software including Adobe Articulate, Captivate, Lectora and Unison.
- Educational background: Art Institute of Washington (Web Design & Interactive Media).



**Phillip Seykora**  
**LMS Administrator/Project Lead**

- Handles day-to-day administration of the Oracle-based learning management system (LMS), providing technical support and project management leadership for Hanley Wood Education & Training clients.
- Nearly five years of technical leadership at the pioneer and leading innovator in LMS, Learn.com and Taleo, an Oracle company.
- Masters-trained in computer information systems with specialized skills in SCORM, e-learning technologies, IT project management and mobile/tablet devices.
- Educational background: Grand Valley State University (B.A. – Communications; M.A. – Communications and Computer Information Systems).



**Megan McCloud**  
**Art Director**

- Nine years of experience creating custom marketing collateral for both internal and external clients
- Worked closely with clients such as The Presidential Inaugural Committee, Delta, American Institute of Architects, PERC and Wells Fargo.
- Design experience creating brochures, invitations, media kits, event signage, advertisements, emails, digital ads and posters.
- Educational background: Savannah College of Art and Design (B.A. - Graphic Design).



**Ryyan Joye**  
**Graphic Designer**

- Responsible for creative idea generation, design and production of layouts for Hanley Wood brands and clients. Collaborates with fellow designers to produce collateral for interactive, advertising, direct-mail, and marketing projects.
- Skilled in the Adobe Creative Suite, HTML and CSS.
- Educational background: East Carolina University (B.F.A—Graphic Design, magna cum laude)



**Lea Harangozova**  
**Graphic Designer**

- A two-year Hanley Wood veteran, working as part of Creative Services under Art Director Megan McCloud.
- Works on marketing collateral for the Hanley Wood brands, including campaigns and collateral for conferences (brochures, invitations, signage, informative HTMLs, prints ads, online banner ads), award programs, creating sell sheets and HTML close notices.
- Recipient of graphic industry awards for logo and cover design work.
- Educational Background: Drexel University, Antoinette Westphal College of Media Arts & Design (B.S. - Graphic Design).



**Aurora Zeledon**  
**Catalog Merchandiser**

- Selects, edits, and produces content for all consumer-facing publications of the Hanley Wood plans business, including newsstand magazines *American Dream Homes*, *Dream Home Source* and *Luxury Home Design*.
- Edits a monthly section of home plans in *Builder* magazine. Works with industry sponsors to tailor content and related advertising copy.
- Generates content for three weekly email newsletters, including coordinating appropriate content for sponsored blasts.
- Versatile writer, editor and merchandiser.
- Educational background: University of California, Berkeley (B.A – English).