



## **Profile | Joanna M Broussard**

As CEO of The BizMark Group Inc, Joanna is considered one of the most experienced and innovative marketing, communications, and business growth strategists. She regularly consults with leadership to create plans and integrated marketing communications programs that increase market, client, and mind share. Joanna develops positioning strategies, messaging platforms and digital communications which strengthen clients' competitive advantage.

Her talent and skills have been honed by decades of experience working with clients, as well as in managing and growing her own successful businesses. She has done a variety of branding, content, and strategy work for small and large businesses, as well non-profits and individuals. Some of her clients, past and present, include, Coca-Cola, Deloitte, Waste Management, Civic Consulting Alliance (Chicago), Northwestern University, Hollister, the Business Council New Orleans and the River Region, and many others. Although Joanna has worked in many industry sectors, she has achieved great depth in certain areas: professional and financial services; non-profits in legal, arts/culture and higher education science research; governmental economic development, and B2B products/services.

For eight years, she served as the worldwide public relations and media strategist and executive communication counsel for the Castano Tobacco Litigation, working with the leadership attorneys at 60+ defense and plaintiff law firms. As a result of this work, Joanna continues to work with top executives and their legal teams, and law firms as public relations counsel in the areas of reputation and crisis management, and litigation communications.

### ***360 Approach***

Joanna's daVinci-like approach to client work and her natural curiosity, talent and leadership abilities, provides her with a multi-level skill set that distinguishes her from competitors. Her strong research and analytic skills combined with her creative and innovative thinking, gives new meaning to the phrase "thinking outside the box." Operating from a 360°-perspective, Joanna leaves no stone unturned when partnering with clients to find the best avenues in which to articulate their brand story and value to their most important audiences.

Recently, her work has focused on helping clients to redefine their positioning for greater differentiation and to simplify complex messaging to better leverage traditional and digital marketing communications opportunities. When needed, she works with clients to restructure operationally for growth, manage the change process for greater organizational effectiveness, and coach high potentials from doers into leaders.

To further enhance the strategic planning, marketing and communications work she does with top executives, Joanna is certified as an Executive Leadership Coach. She holds credentials from the Institute for Professional Excellence in Coaching (iPEC) as a Certified Professional Coach (CPC) and as a Master Practitioner in the administration and interpretation of the iPEC Energy Leadership Assessment. She holds a BA from the University of New Orleans, where she also worked on her Masters.

Joanna's sharp business acumen, experience working with top-notch clients, and success as a long-time entrepreneur, provides her with a keen understanding of overall business operations and drives her to continually ask the question of herself and her clients: "What's the end game?"

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