



Hoffmann & Associates, LLC  
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SUSAN LEIGH DOWDY, MBA | LEED AP

Susan Leigh Dowdy is co-founder and managing principal of Hoffmann & Associates, LLC.

In her current role Susan oversees and manages the facilitation of sustainable product certifications for the firm's Global Fortune 500 corporate manufacturing clients. This includes assessment of products on a multi-attribute basis, interpretation of the product life cycle assessments, assessment of environmental management systems and development of corporate social responsibility programs.

Susan also designs and develops continuing education and training modules for clients who are developing, managing, and expanding their sustainability programs.

Susan earned her Masters of Business Administration degree from Augusta State University. She began her undergraduate studies at the University of Georgia as an art major. She completed her Bachelors Degree with a focus in Environmental and Social Sciences from Augusta State University while concurrently completing her paralegal education.

Additionally, Susan is an approved educational provider with the following organizations:

- United States Green Building Council ("USGBC");
- A certified instructor of the Institute of Market Transformation to Sustainability ("MTS") LCA Sustainable Products Training;
- Certified multi-attribute sustainable products training with internationally recognized sustainable product standards organization;
- Approved instructor with the Georgia Association of Realtors.

Current Management Roles:

- Managing Principal, Hoffmann & Associates, LLC
- Director, Educational Committee of internationally recognized sustainable product standards organization.
- Member, Capital Markets Partnership  
[http://mts.sustainableproducts.com/capital\\_market.html](http://mts.sustainableproducts.com/capital_market.html)
- Member, Atlanta Green Communicators.



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Susan has extensive corporate experience having served as marketing director for Assurant Solutions, an international financial services company. This role combined the skills acquired with her structured analytical, legal background with her natural creative abilities. While at Assurant Susan created innovative marketing programs for non-traditional marketing channels that yielded higher profits by lowering acquisition costs. Susan developed a consumer seminar program that was widely adopted by Assurant key accounts.

Susan began her career in a private law firm managing and facilitating all facets of commercial and residential real estate closings. Upon completing her MBA in Marketing Management, Susan relocated to Atlanta in 1998 where she assumed a position with Fortis Benefits Insurance Company as manager of legal and regulatory services. In 2000, She successfully led the project that result in the prestigious IMSA ("Insurance Marketplace Standards Association") a Quality and Ethics Certification for Sales and Marketing Professionals. She also created the model for a master trust program that resulted in the ability to enter new markets and increase production by thirty-three (33%) percent in one of its key territories.

While at Fortis, Susan was chosen to participate in the Center For Emerging Leaders ("C-FEL") program that recognizes those with leadership qualities.

Susan currently resides in Atlanta Georgia.



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