



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

Susan Leigh Dowdy is co-founder and vice-president of Hoffmann & Associates, LLC.

Susan has extensive corporate experience having served as marketing director for Assurant Solutions, an international financial services provider of life insurance products. 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") 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 forty (40%) 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.



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Currently, Susan oversees and manages the facilitation of sustainable product certifications for the firm's manufacturing clients.

Susan also designs and develops marketing programs 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 of Arts Degree with a focus in Sociology from Augusta State University while concurrently completing her paralegal certification. She is also a licensed REALTOR[®] and life and health insurance agent in the State of Georgia.

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;
- SMART (a multi-faceted sustainable products standard) certified products training;
- Approved instructor with the Georgia Association of Realtors.

Current Management Roles:

- Vice-President, Hoffmann & Associates, LLC
- Director, Educational Committee of The Institute for Market Transformation to Sustainability
- Member, Capital Markets Partnership | http://mts.sustainableproducts.com/capital_market.html