



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. Susan's background includes extensive corporate and legal experience acquired in global corporate and law firm environments.

Susan began her career in a private law firm managing and facilitating all facets of commercial and residential real estate transactions and product liability litigation. Upon completing her MBA in Marketing Management in 1998, Susan relocated to Atlanta where she assumed a position with Fortis Benefits Insurance Company as manager of legal and regulatory services. In 2000, She successfully led a key project that resulted in the prestigious Insurance Marketplace Standards Association ("IMSA") 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. Other roles include serving 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.

Currently, Susan oversees and manages the compliance department of a private environmental consulting firm. She directs the strategic facilitation of sustainable product and building certifications for the firm's manufacturing and real estate clients. Susan also designs and develops marketing programs for clients who are developing, managing, and expanding their sustainability programs. Susan recently developed the concept and script for a sustainable products and building documentary. This piece will be aired on PBS through The Turner Foundation to an anticipated audience of 90 million viewers.



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Susan has achieved the Leadership in Energy & Environmental Design Accredited Professional (LEED AP) designation. She earned her Master 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 professional in the State of Georgia. Additionally, Susan is an approved educational provider with several organizations having trained over 1,000 professionals in an eighteen month period.

Approved education provider:

- 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-attribute sustainable products standard) certified products training.
- Approved instructor with the Georgia Association of Realtors.

Current Management Roles:

- Managing Principal, Hoffmann & Associates, LLC.
- Director of Compliance, Hoffmann & Associates, LLC.
- Director, Educational Committee of The Institute for Market Transformation to Sustainability.
- Member, Capital Markets Partnership.