

## FOUNDER BIOS

### Tim Hart, Founder & Lead Instructor

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Tim Hart knows a good story when he sees one. An award-winning print journalist and seasoned marketer, Tim has developed and executed communications programs for a variety of industries including technology, healthcare, science & biotechnology, nonprofit and food & wine.

Capping more than 15 years combined newsroom, agency and in-house experience, he founded San Francisco public relations firm Hart Communications in 2005. In 2008 he launched The Savvy Marketers, a series of courses in marketing for small business owners.

Tim has led teams large and small at some of the industry's most noted PR firms including Ketchum, Golin/Harris International, The Weber Group/Weber Shandwick Worldwide and Koa Communications, representing clients including Constellation Wines U.S., Recchiuti Confections, Aidells Sausage Company, Ronald McDonald House Charities, Argonne National Laboratory, Genentech, Chiron, Levi Strauss & Co., Fleischmann's Yeast, Mattel, Visa, AAA, SGI and Sybase. Tim also served as Strategic Director, Communications for the American Cancer Society, negotiating media sponsorships, promoting health education campaigns and cause-marketing partnerships, as well as supporting fundraising campaigns and acting as the organization's media spokesman.

Tim began his career as a reporter at *The Oakland Press*, a Detroit-area daily newspaper. There, he covered crime and the courts, local government, education, food/restaurants and the environment, along with special projects including a series on American business in the former Soviet Union. The Associated Press and UPI awarded Tim several journalism prizes for breaking news and continuing coverage of crime stories, including stories on "suicide doctor" Jack Kevorkian and the abduction-murder of a local couple.

Tim earned his Bachelor of Arts in Journalism degree from Wayne State University in Detroit and has been active in industry organizations including Investigative Reporters & Editors, The Council of PR Firms, the Public Relations Society of America and the International Association of Business Communicators. He is also an active member in the San Francisco Chamber of Commerce and the Golden Gate Business Association.

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### Kathleen Hart, Founder & Lead Instructor

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To senior marketer Kathleen Hart, the real beauty in the business isn't in the glossy ads or the smart viral videos, it's what goes on behind the scenes – the financial and operational machinery that not only empowers the cool creative but also fuels a healthy bottom line. She brings that passion for excellence to The Savvy Marketers, where she can help small business owners develop the same skills that the "big guys" use in ways that are appropriate for their business and their budgets.

As a 20-plus-year veteran of both senior advertising agency and in-house assignments, Kathleen has developed a solid reputation as a no-nonsense rehab and turnaround specialist. A key skill is her ability to accurately assess a 50,000-ft view of an assignment, and then break it down into clear and manageable tasks for a team to execute.

Kathleen's consulting chops are backed by her deep experience in a broad range of functions including: print, broadcast, direct mail, studio operations, project management, creative, purchasing and supply-chain management. This uncommon combination enables her to provide valuable insight and best-practice experience to corporate marketing operations. As a change agent, she's supervised the restructure of Young & Rubicam's Latin American headquarters operations, and the in-house marketing support for AAA.

In her agency roles – including postings at J. Walter Thompson, Young & Rubicam and Campbell-Ewald – she's served some of the toughest clients in a variety of industries: automotive (Ford and Lincoln Mercury); airline (Continental); travel and hospitality (Hilton, MGM Grand Casino, AAA Travel); government (United States Treasury); and insurance (AAA). With skills honed in deadline-driven environments, she's skilled at listening to and understanding client needs, planning strategic marketing approaches, and executing successful tactics.

Kathleen's focus on revenue management and profitability mean that her clients are putting their best foot forward in an ever-more-competitive marketplace, but are also saving money and making money.