

Susan E. Haeger

Profile: Ms. Haeger has a history of strategic vision and skillful execution that has been central to the success of significant initiatives in the health and wellness market. She has served in a number of leadership roles including Vice President Strategic Global Affairs for New Hope Natural Media and President/CEO of Citizens for Health, the nation's leading consumer advocacy organization for information, choice and access in health care. Her career began as co-founder of Ascent Marketing, a specialist marketing and communications company.

With over 20 years executive leadership and management at progressive health and wellness companies, Haeger has demonstrated proven results in strategic business growth, supply chain management and executing multi-faceted development in rapidly changing environments. Her track record of developing and marketing ethical value propositions to consumer, B2B, and public policy markets includes evolving highly productive national and international influencer networks.

Ms. Haeger is founder and CEO of Transformative Health Solutions Group, LLC, which provides professional and strategic consulting services for organizational, and advocacy development, mental health and wellness and healthcare disparities.

PROFESSIONAL EXPERIENCE

Howard University National Human Genome Center Strategic Development Consultant

Reporting to the Director of the National Human Genome Center, responsible to define and develop strategy and business plan to develop a Joint Center for Transformative Genomics as a collaborative University initiative between the College of Medicine and the College of Pharmacy to apply University research outcomes to clinical application for reducing disparities in health outcomes for multicultural populations.

Amen Clinics, Inc., Newport Beach, CA General Manager Clinic Division

Reporting to the founder/CEO, responsible for strategic growth, clinical services delivery and operational management of six integrative psychiatric medical/neuroimaging clinics in the United States: Newport Beach, CA, San Francisco, CA, Seattle, WA, NYC, NY, Washington, DC and Atlanta, GA. Developed and led senior management team and local clinic directors, charged with codifying founder's vision into expanded business platform for growth, including strategic brand definition and evolving the business model with nutraceuticals, integrative medical modalities and innovative therapeutic protocols to improve patient outcomes and satisfaction. Managed all aspects of opening of ACI's two newest clinics in NYC/Manhattan and Atlanta during the first four months of tenure.

Ross University (division of DeVry Inc.), New Brunswick, NJ Director Strategic Brand and Communications

Responsible to define and develop strategic brand and communications management for the institution including the Schools of Medicine and School of Veterinary Medicine with

international campuses and US-based clinical science programs. Reported to the VP Business Development at Ross University with matrix reporting to the Deans of each school and the VP Human Resources.

Responsible for hiring and training of departmental staff and developing/managing cross-functional/institutional teams for defining growth strategies, program objectives, requirements and resources; led programs for current students, faculty, staff and key external audiences. Led institutional public affairs in coordination with DeVry Inc. external affairs, government relations and compliance departments.

In 2010, as market and regulatory issues pressuring the business adversely impacted employee-engagement was asked by the President to lead and manage an internal culture-change initiative. Worked with external consulting group to develop change-management strategy and infrastructure, enroll employees and engage executive and management team in the implementation of the change process through the administration and HR. Managed role of Ross's President in the initiative.

ECONET, Inc., Lacey, WA

Vice-President Corporate Communications: Established first-time shared services communications function for Korean-headquartered ECONET and its U.S., Mexico and China subsidiaries: Unigen Pharmaceuticals, AloeCorp and Univera.

Vice-President Marketing/Univera: Special project requested of me by the Board of Directors due to corporate restructuring for Univera, a consumer nutrition products multi-level company. One of three executives reporting to the CEO:

- Developed and managed comprehensive re-branding of the company for launch at mid-August 2007 annual Convention.
 - Hired and managed Seattle brand design firm and strategic research firm (Hornell Anderson and NMI).
 - Led internal marketing and creative services teams; managed \$5 million budget.
- Developed new corporate and product line positioning and architecture, identified form factors and packaging requirements.
 - Managed product development team, including clinical research group to define and launch clinical trial for company's flagship product.
 - Worked directly with Chief Science Officer to redefine and structure science platform to support sales and marketing.
 - Worked in partnership with COO to assess and define supply chain requirements for product line changes to ensure brand integrity.

Vice-President Strategic Business Development: promoted to this newly created position by ECONET Board of Directors.

- Directed market research and development of business plan for new business unit.
- Finalized new business opportunity planning and pro-forma financials for launch; company chose to delay adoption due to business disruption in a subsidiary company.

New Hope Natural Media/Penton Media, Boulder, CO

Vice President Strategic Global Affairs - Conceived and created this new corporate position in partnership with CEO

- Responsible for business operations integration between domestic headquarters and New Hope/Penton Media offices in London and Hong Kong.

- Responsible for new business development, new brand launches and ongoing brand management of trade shows and conference products in global markets.
 - Defined market opportunity and brand use; strategized growth for Natural Products Expo Asia (Hong Kong), and launched Nutracon China (Beijing), Natural Products Expo Japan and Supply Expo Japan (Tokyo).
 - Identified, developed and managed relations with national-level China State Food Drug Administration (SFDA), leading TCM research Universities and key TCM manufacturing companies in China.
 - Developed and managed industry and government regulatory relations in Japan working with Japan-based consultants.
- Conceived and managed a JV with Stagnito Communications to launch The Healthy Foods Conference at Natural Products Expo East. Created Europe-based partnerships to launch Healthy Foods Summit Europe (Brussels).
- Developed program and responsible for managing corporate industry relations in global markets.
 - Served as Company Council member of International Alliance of Dietary Supplement Associations (IADSA)
 - Served as company liaison to all industry trade associations
 - Managed fundraising events for congressional members and special charity events with celebrities.
- Repositioned and re-launched science-based Nutracon Conference & Supply Expo Trade Show
 - Successfully formed and managed internal teams, external consultants and association/organization advisory group to reposition and re-brand these products creating significant increase in attendance and booth sales, turn-around of industry-perception and establishment of a platform for company leadership in nutritional/functional ingredients sector.
- Was utilized internally as a “problem-solver” and to provide strategic direction to Executive Director of Marketing in managing product branding activities, marketing campaign development and public relations programs.

Associate Group Publisher

- Responsible for direction and success of (3) print publications
- Managed development and integration of the print products with the trade show division
 - Managed sales staff and budget accountability of \$10 million
- Folded underperforming title; launched new product into emerging market: *Natural Grocery Buyer* magazine
 - Worked with editorial to identify and launch new content sections in existing publications to generate additional advertising opportunities.

***Citizens For Health, Boulder, CO & Washington, DC
President and CEO***

Took over a national organization in transition, and through public/private and industry partnerships built it into a powerhouse consumer advocacy organization representing over one million consumers concerned about access, information and choice in health care. The organization achieved significant results.

Served as a frequent national speaker, addressing consumer and market issues at academic and legislative forums, government agency meetings, consumer and trade shows, health boards and in broadcast media. Achieved broad-based issue success through building alliances with a multitude of national and regional trade and consumer groups focusing on food and water safety, dietary supplements, disease affliction/prevention and integrative medicine. Interfaced with politicians, advocates, celebrities, business leaders and health care advocates, translating shared concerns into powerful partnerships.

Key Accomplishments

- White House Commission on Complimentary Alternative Medicine
 - Supported the Commission's chair, James Gordon, MD, to bring visibility and support to the meetings and testimony before the Commission. Worked with the office of the Secretary of HHS, Tommy Thompson, to engage national organizations to champion the work of the Commission.
- National Center for Complimentary Alternative Medicine (NCAAM at NIH)
 - Worked closely with Senator Tom Harkin (D-IA) to bring public support to bear on Congress for advancing the original Office of Alternative Medicine (OAM) to a full-fledged office at NIH with significant budget for research.
- Dietary Supplement Structure-Function "Write to Know" Campaign
 - Identified developing regulations as significant issue of concern. In a six-week period, organized meetings to enroll key leadership, convinced key trade associations and consumer organizations to get involved and raised \$450,000 to launch national consumer campaign
 - The campaign resulted in 265,000 letters to FDA, and the agency backing down from anti-consumer regulations.
- Keep Organic Organic Campaign
 - Created national allied effort to implement multi-faceted campaign to oppose USDA efforts to change organic standards; conceived and executed press conferences and events with high profile celebrities.
 - Raised over \$1 million for the campaign. Resulted in over 180,000 consumer letters to USDA and reversal of USDA and White House on efforts to change organic standards.
- GMO Campaign
 - Created national alliance of leading environmental, agricultural and natural health advocacy groups to address consumer concerns.
 - Formed advisory board of leading scientists, clergy, academics and medical doctors.
 - Co-produced press conferences and events in key Congressional districts and media markets around the United States.
 - Served as featured speaker at mainstream food industry forums, FDA hearings and congressional meetings.

Ascent Marketing, LLC, Washington, DC & Boulder, CO Co-Founder, President

Co-founded and managed a pioneering full-service agency for branding, marketing and strategic communications. Serviced leading natural and organic manufacturers in food, dietary supplements and sustainable products, trade associations and educators in integrative medicine.