**BETH A. CONNOR**

**22 Heather Lane 860.539.7183**

**Somers, CT 06071 bconnor9@cox.net**

**PROFESSIONAL EXPERIENCE**

***Community Health Resources – Windsor, CT 2001 – present***

**DIRECTOR OF COMMUNITY DEVELOPMENT**

* Provides leadership and management to achieve business development objectives

for a $37 million non-profit business

* Implements successful marketing and branding campaigns
* Directs successful fundraising programs and events
* Writes funded grants for operational support
* Leads team to create company Intranet
* Engages and executes strategic planning endeavors
* Recruits and cultivates qualified prospects for Board of Directors
* Serves as a professional link between the agency and businesses, civic organizations and the general public
* Serves as member of Senior Management Team

***Connor Consulting – Somers, CT 1999 - 2003***

**MARKETING CONSULTANT**

* Promotional Product Sales Representative for Image Uniform & Specialty Wear
* Sales and Marketing Director for Carter Advertising & Design
* Marketing Consultant for Somers Public Schools
* Developed strategic marketing plans, coordinated public relations campaigns, facilitated

Successful speaker events

* Guest Lecturer at Western New England College

***Albert Steiger, Inc. – Springfield, MA 1985 - 1993***

**CORPORATE EMPLOYMENT MANAGER/SPECIAL EVENTS DIRECTOR**

* Coordinated and implemented Management Training Program
* Facilitated workshops, training and executive level presentations
* Directed recruitment, selection and placement of personnel
* Developed internship and cooperative education programs
* Developed and implemented performance evaluation tools
* Designed and managed career paths
* Guest Lecturer at Bay Path Junior College
* Coordinated department store special event promotions

**EDUCATION**

**Master of Business Administration, 2001**

Western New England College – Springfield, MA

**Bachelor of Arts – Marketing, 1995**

Elms College – Chicopee, MA

**Associate in Science – Fashion Marketing & Retail Management, 1981**

Bay Path Junior College – Longmeadow, MA

**PROFESSIONAL AFFILIATIONS**

* Member – Enfield Rotary Club
* Member – Planned Giving Group of Connecticut
* Board Member – Windsor Chamber of Commerce
* Member – Bloomfield, Greater Manchester, North Central Connecticut and Windham Chambers of Commerce
* Graduate – Leadership Greater Hartford Quest Program
* Commencement Speaker – Branford Hall Technical Institute
* Girl Scout Leader – Connecticut Trails Council
* Board Member – New England Junior College and Employers Association
* Board Chair – Holyoke Community College Cooperative Education Board
* Appointed Member – Somers Economic Development Commission