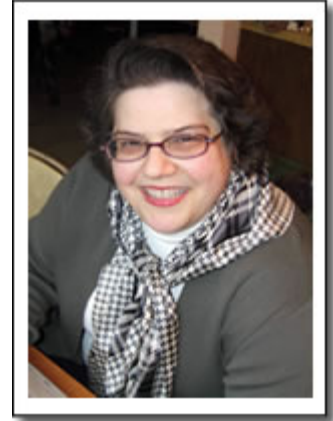


Susan Goldman

Susan Goldman is an award-winning speechwriter with extensive experience crafting speeches and presentations for senior executives and CEOs in a variety of industries. She regularly writes speeches for senior executives of McDonald's Corporation; InterContinental Hotels Group (which owns the Holiday Inn, Crowne Plaza and InterContinental hotel brands); home-improvement giant Lowe's Companies, Inc.; and MasterCard International. She has also done work for senior executives of The Coca-Cola Company, American Red Cross, KPMG and Abbott Laboratories.



Susan spent 15 years at Golin/Harris Communications, one of the largest public relations agencies in Chicago. As a Senior Vice President and Account Director there, she managed corporate, business-to-business and consumer marketing programs, and also served as the primary speechwriter for the CEOs of Holiday Inn Worldwide, MasterCard International and Pergo, Inc. Her speech for the retiring CEO of Holiday Inn won the Bronze Anvil in 1997.

In addition to speechwriting, Susan has expertise in branding, corporate identity, executive communications and franchise/member communications. Her work has been recognized with numerous awards and nominations from the Public Relations Society of America, Creativity in Public Relations Awards, and Publicity Club of Chicago