



Sage Growth Partners, LLC

Boh Hatter Chief Marketing Officer



BOH HATTER

Chief Marketing Officer
President, SGP Marketing

BOH HATTER, Chief Marketing Officer of Sage Growth Partners (SGP) and President of SGP Marketing, is a highly experienced marketing professional with a distinguished record of increasing market share and institutional reputation.

He is a marketing and corporate communications specialist with demonstrated competencies in strategic planning, brand positioning and management, media relations, crisis communications and integrated communications programs in both business-to-business and consumer environments.

As president of our newly formed SGP Marketing practice, Mr. Hatter will leverage his extensive experience in working with health care organizations to assist SGP clients -- identifying effective market-facing solutions through the development and implementation of creative, strategically-grounded programs.

With more than 30 years of experience as a marketing executive, Mr. Hatter brings a wealth of strategic, messaging, and campaign development skills to the SGP team.

REPRESENTATIVE ACCOMPLISHMENTS

Developed strategies and a ten-year integrated program that resulted in an unaided awareness gain of 78% (2% to 80%) for a then 90-year-old insurance giant, USF&G.

Retained to provide a broad range of services for Baltimore's Papal Visit, including logo development, media and sponsor engagement, and souvenir program development.

Created and introduced a loyalty program aimed at increasing blood donations for the American Red Cross in the Greater Chesapeake and Potomac region. Program, originally named *Champions for Life*, has been adopted by six Red Cross regions and has spun off its own business to assist blood collection facilities across the country.

Repositioned Bon Secours Baltimore, a 100-year-old healthcare organization with profound reputational issues. Positioning centered around a tagline, *Bon Secours Means Good Help*, the literal translation of the name and an often discounted tenet of the organization's core values.

Directed a number of crisis communications responses at USF&G, including a scandal involving the insurance company and Ralph Nader's Public Citizen reports; and the company's first-ever reduction-in-force and restructuring under new management.

Created an integrated communications campaign to launch the Pediatric Clinic at Maryland General Hospital.

Produced a documentary, *One Step Forward*, on the research projects around the world aimed at finding treatments and a cure for spinal cord injuries.

Completed an extensive cooperative research and planning initiative for the Greater Baltimore Cultural Association, a regional cultural alliance. Nearly 20 local organizations participated in the study. The results and recommendations are the basis for various audience-building strategies and tactics for the alliance and its members.

Renamed, rebranded and repositioned Healthcare Automation as Ascendia Healthcare Management, a Mid-Atlantic based healthcare management firm.

Developed a national collateral program for Sylvan Learning Centers.

Developed a new brand positioning and visual identity for Archdiocese of Baltimore Catholic Schools. The positioning, *A Place To Grow*, emerged from eight focus groups of attending and non-attending families conducted by Mr. Hatter across the greater Baltimore area.

Named and branded Lighthouse Risk Solutions, a for-profit workers compensation subsidiary of Injured Workers Insurance Fund (IWIF).

Transformed a creative boutique into a strategy-based full-service advertising agency, increasing staff from 8 to 23 and tripling revenues over a two-year period. Agency was noted in *Brandweek Magazine* as the hottest small agency in the country.

Created a group sales campaign on behalf of the Baltimore Orioles.

Created a brand identity for Pathfinders for Autism, a parent-sponsored organization dedicated to improving the lives of those with autism and their families.

Created a unique "dialogue" based cooperative radio campaign for independent insurance agents featuring national celebrities. Results consistently demonstrated double-digit gains in share with agents participating in the program.

Created a corporate sponsor outreach program on behalf of Maryland Special Olympics.

INDUSTRY AWARDS

Clio

ANDY - Advertising Club of New York

ADDY - American Advertising Federation

Best in Baltimore ADDY - Advertising Association of Baltimore

Gold Quill - International Association of Business Communicators

The Winner's Circle - International Association of Business Communicators/District 3

AFFILIATIONS & TEACHING

Served as an adjunct faculty member at Loyola College in Maryland, where he has taught undergraduate courses in advertising, public relations and marketing research, and Johns Hopkins Carey Business School, where he has taught graduate courses in marketing and marketing communications.

At Loyola, he initiated a competitive program for advertising seniors and assisted those students with their participation in the National Student Advertising competition sponsored by AAF.

Consultant, Pathfinders for Autism

Board of Directors, Cystic Fibrosis Foundation

Founder & Volunteer Executive Director, The National Drive to Cure Paralysis

Co-chair, "An Evening to Hope, and Evening to Care: Benefit for Van Brooks"

Founder & Volunteer Executive Director, The National Drive to Cure Paralysis

Athletic Coach, various organizations and sports

BACKGROUND

Mr. Hatter has enjoyed a 30+ year career on both the agency and client sides of the marketing and public relations business.

In mid-1990s, he started Hatter Communications, Inc., a small full-service communications agency with extensive client experience in the health, financial and nonprofit segments.

Prior to that, Mr. Hatter served as Chief Operating Officer of two advertising agencies, including one that earned Brandweek's designation as the "hottest small agency in the country." In that role, he worked with many notable clients, including Coca Cola USA, Umbro Soccer, Delsey Luggage, McCormick & Company and ABC Sports.

As Vice President of Corporate Communications at USF&G, he directed a comprehensive marketing and public relations effort to improve the Fortune 500 company's consumer awareness. Among his most noteworthy accomplishments was the company's groundbreaking sponsorship of the USF&G Sugar Bowl — the first major college football bowl to accept a named partner; a highly popular cooperative radio advertising program for independent insurance agents featuring simulated conversations with noted celebrities; and the creation of the USF&G National Drive to Cure Paralysis in conjunction with the University of Miami School of Medicine and Jackson Memorial Hospital.

Mr. Hatter received his Bachelor of Science and Master of Arts in Mass Communications from Towson University.