

# SUSAN APOLLONIO

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## Summary

Leadership and career coach, former non-profit executive. Experienced team leader and program developer with expertise in professional development, process evaluation, relationship building, marketing, and organizing large scale events in the environmental sustainability arena. Proven ability to collaborate with internal and external stakeholders to improve program quality, and increase revenue.

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## Experience

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**Apollonio Coaching and Consulting, LLC, Phoenix, AZ** 2020 - present  
**Founder**

A leadership and career coaching firm serving natural resources and design professionals to develop leadership awareness for professional and personal success.

**Virginia Tech, Blacksburg, VA** 2021- present  
**Faculty & Lead Coach, Center for Leadership in Global Sustainability**

Coach and advise professionals in Virginia Tech's Center for Leadership in Global Sustainability online and executive masters programs on career and leadership development.

**American Dental Education Association, Washington, DC** 2019 - 2020  
**Senior Director, Leadership Development**

Oversaw leadership development and change management programs for students, early and mid-career members. Identified and applied models, strategies, and assessment tools for program delivery and evaluation to ensure member engagement and satisfaction.

- Managed flagship ADEA Leadership Institute, where 27% of dental school deans graduated before being promoted
- In one year, increased program applications by 11%, and secured new scholarship funding
- Led focus groups to inform content improvements for leader development programs

**American Society of Landscape Architects, Washington, DC** 2012 - 2019  
**Director, Education & Marketing**

Directed education and marketing departments, including continuing education content development, career discovery/diversity programs, academic/professional development accreditation, and marketing for revenue-generating products and services.

- Formed and led high performing teams of staff and volunteers
- Established and launched the Society's first career discovery and diversity program
- Oversaw marketing efforts which generated \$4+ million dollars in annual revenue
- Collected, analyzed, and reported on data to relevant stakeholder groups
- Developed relationships with internationally recognized thought leaders, policy experts, designers, educators, and business leaders
- Increased education satisfaction rankings from 78% to 92%
- Grew continuing education provider memberships by 46%

- Consistently exceeded conference registration and exhibit sales revenue targets

### **Manager, Marketing**

2010 - 2012

Designed and managed marketing campaigns to support corporate membership recruitment; *Landscape Architecture Magazine* advertising and annual meeting exhibit/sponsorship sales; professional and student awards programs.

- Created \$300,000+ in new in-kind promotions through co-marketing agreements with allied organizations and media outlets
- Planned and supervised ASLA's participation in industry events, including the National AIA Convention, NAHB's International Builders' Show, and USGBC's Greenbuild

### **American Institute of Architects, College Park, MD**

2009 - 2010

#### **Executive Director, Potomac Valley Chapter**

Directed operations, asset management, and marketing/public relations for a 500-member chapter.

- Redesigned communications program, including website, e-newsletter, and member directory
- Planned and managed more than 30 small-and large-scale professional development and networking events
- Increased member participation in chapter events by 30%

### **Urban Land Institute, Washington, DC**

2007 - 2009

#### **Exhibits Manager**

Assumed a newly created position and produced the Urban Land Expo, generating a record \$1.2 million in revenue and drawing 7,500 attendees.

## **Education and Training**

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Executive Master of Natural Resources Management and Leadership for Sustainability, **Virginia Tech**

Bachelor of Arts: Art History, **State University of New York, Purchase College**

Professional Certified Coach, PCC - 2021, **iPEC**

## **Publications**

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Contributor, the Dirt, a blog of the **American Society of Landscapes Architects**

Leadership for Sustainability: Strategies for Tackling Wicked Problems: <https://bit.ly/3bB71DM>

ASLA Survey: Landscape Architecture Student Body Shifts: <https://bit.ly/2YVtp4n>.

Landscape Architecture Student Body Slowly Becoming More Diverse, But African Americans Still Underrepresented: <http://wp.me/popTE-5oW>

Coauthor, The **Journal of Dental Education**, Leadership development for early-career educators: Association report on the ADEA summer program for emerging academic leaders: <https://bit.ly/2XEXaF5>

## **Honors**

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Council of Educators in Landscape Architecture 2018 President's Award