

Hilary Fordwich

Her business development career spans over 25 years, covers the globe and has transitioned from the old to the new economy. She founded Strelmark to grow businesses by bringing best practices to every facet of business development from her extensive professional services expertise.

She specializes in speaking, training and oral coaching on business development for professionals in service organizations and knowledge-based industries. As an avid golfer, Hilary is building a Business Golf dimension of the firm. This aspect has gained national and regional recognition such as the McLean Chamber Award for *Most Innovative Company 2005*, *Wall Street Journal* coverage and a feature on PGA.com.



Hilary's background includes more than a decade at KPMG, where she directed international business development from their global headquarters in Amsterdam and held local, regional, and national positions developing marketing strategies. She also has local experience directing marketing for Beers & Cutler, LLC, the largest DC regional accounting firm.

After KPMG Hilary was Vice President of Global Marketing for Headstrong where she also served on the Firmwide Board. There she directed international marketing, branding and global positioning. She was also responsible for the management of professionals in international public relations, communications, event management and website development. Hilary then led the Marketing Communications practice as Managing Director at Qorvis Communications, LLC, where she served regional and national clients.

Marketing Expertise & Current Media

Hilary is a commentator for ABC NewsChannel8's Capital Golf Weekly's, "*Hilary's On Course*" and a host of Washington Post Radio, MetroTalk's "*Golfing with Hilary*". She has written a column, "*Power Strokes*", in Washington Smart CEO magazine, is featured on AOL Sports, is a PGA sponsored Lecturer and Course Developer at the University of Maryland Graduate Business School. She has written a monthly series of Expert Opinion columns for the *Washington Business Journal* on relationship marketing, been a guest columnist at *The Legal Times* and is the featured speaker for "*Tee Times*" a Greater Washington Regional golf program sponsored and led by CACI Productions. She is currently the monthly regional emcee for *Accelerent*, a business development group.

Speaking:

She has presented to the following organizations:

- National Grass Roots Council
- National Foundation of Independent Businesses
- Annual Microsoft Marketers Conference
- CXO Forum
- Information Technology Services Marketing Association (ITSMA)
- Greater Washington Board of Trade
- Commercial Real Estate Women (CREW)
- Renaissance Executive Forums
- iReferPro
- DC Women's Bar Association
- National Press Foundation
- Society of Marketers of Professional Services (SMPS) Annual Conference
- Women in Technology
- World Leadership Youth Congress
- Women's Congressional Group
- Executive Leadership Institute
- American Marketing Association
- Ladies Professional Golf Association
- Legal Marketing Association
- eWomenNetwork, (DC, NVA & MD chapters)
- Northern Virginia Technology Council (NVTC)
- Loudoun County Chamber
- United Professional Sales Association (UPSA)
- Fairfax County Chamber 'Power Golf' and Leadership Institute
- McLean County Chamber
- University of Maryland, Smith MBA School, International Marketing & Branding
- The Junior League
- McLean Chamber of Commerce
- Hellenic American Women's Council
- Vistage CEO Roundtable

Panel Presenter & Lecturer

- Greater Washington Board of Trade, Potomac Conference & Leadership Panels
- Potomac Tech Wire
- National Association of Office & Industrial Properties (NAOIP)

She has also served as a judge for the Best Marketing Award and annual awards for NAOIP (the National Association of Office and Industrial Properties) and as MC for the Annual Marketing Awards at AMA. She is the former President of the Washington Chapter of the Association for Accounting Marketing. She has worked on regional marketing with The Washington Golf Monthly and the Special Olympics.

Media & Print

Some of the many features include:

- CNN Money
- Fortune Magazine
- The Wall Street Journal
- National Public Radio (NPR) “MarketPlace”
- ABC NewsChannel8’s “Capital Golf Weekly”
- CBS News “Market Watch”
- The New York Times, Business section
- The Washington Post, Business & Style sections
- Legal Times
- Golf World
- Golf Styles Washington
- KFNN Phoenix
- WTOP & WGSM Tomorrow’s Business
- WMAL AM630 Your Career Life
- WAGE AM12000
- BtoB’s Professional Services Feature, Industry Outlook
- Golf Views magazine, New England TeeTime, The Business of Success
- Golf for Women magazine
- Career Builder (nationally syndicated column)
- Washington Business Journal
- Women’s View
- Smart Woman
- Channel 10 “Law Weekly”

Prior Boards & Leadership

- Netherlands- American Amity Trust (1994-1998)
- Business Women’s Golf Link (1994-1996)
- International PR Forum (1991-1994)
- Dutch-American Chamber (1990-1993)
- BABA (British American Business Association)- Strategic Planning Committee & PR
- Kidney Foundation Ball Planning Committee (2005)
- National Rehabilitation Hospital-International Range Rover/Polo Classic Committee(’01)

Current Boards & Community Service

- American Heart Ball (2008 Committee)
- Melwood Nationwide Tour (2007 & 2008 Executive Committee)
- Leukemia Ball (2008 Ball Committee)
- Junior Achievement Board of Directors & Executive Committee (2004- Present)
- NAIOP (National Association of Industrial and Office Properties) Marketing Judge Awards of Excellence (VA, DC& MD Chapters, 2003, 2004)

How to Gain and Retain Clients

- NVTC Co- Vice Chairman of the Northern Virginia Technology Council Business Development and Marketing Committee (2002-2004), Vice Chair of the Executive Forum (2005-Present)
- The Greater Washington Board of Trade (BOT) Emergency Preparedness and Recovery Task Force, Strategic Planning Committee for the Potomac Conference, member Executive Strategy Group, The 2012 Olympic Bid, Middle Market Strategy Committee
- National Advisory Council (Information Technology Services Marketing Advisors)
- First Tee of Washington DC (2006 to present)
- Senior Advisor Total Golf Adventures- Junior Golf
- Holton Arms- Live Auction Committee and Annual Fund Campaign, Grade Leader
- Concord Hill – Auction Committee (Present)

Business Golf Committees

- Women in Technology
- March of Dimes
- American Cancer
- Board of Trade
- CREW Business Golf Expo

Education & Personal

Hilary graduated Magna Cum Laude, with a double B.A. and honors from Mary Washington College at UVA. She has conducted graduate studies at NYU, Georgetown University & University of Amsterdam.