



## Susan Hatten

Senior Business Development Executive, Sigler Companies  
Ames/Des Moines, IA

*Partner of National Skills Coalition*

Susan Hatten has been with Sigler Companies since 2004 and has worked in the areas of marketing, public relations, special events and now business development. Susan has taken her years of experience learning about all three of Sigler Companies' business units and applied them to her activities in business development, helping to identify opportunities for Sigler Companies to compete more effectively in the small/mid-size business landscape. Susan holds a bachelor of science degree from Iowa State University with a double major in marketing and apparel merchandising.

An active participant in Des Moines area professional organizations and charities, Susan serves as Young Variety President; board member and international board member for Variety – The Children's Charity. Susan is also a member of The Make-A-Wish Foundation, Women For Wishes; and 100 Chicks for Charity. She is a representative on the Des Moines Downtown Chamber and serves on committees for The Salisbury House & Gardens and Orchard Place. Susan was recognized in Des Moines' Forty Under 40 in 2011; Young Professional Connection, YP of the Year in 2012 and as Juice Magazine's YP of the Year Candidate in 2012.

**Sigler Companies** is a family of businesses with divisions in marketing, public relations, creative services, printing, and branded apparel and merchandise. The business units are: Innova Ideas & Services, a creative services agency; Sigler Printing, a premier printing and production house; Signify Apparel & Merchandise, an apparel and promotions business; and Sigler on Main, an Ames boutique selling specialty apparel and merchandise. Sigler Companies was founded in Ames in 1958 as Sigler Printing. Today, the company's forte is its successful integration of traditional marketing, like print and mail, with new methods, like emerging media and mobile marketing. Through a continual investment in technology, improvements in workflow and upgrades in internal systems, Sigler Companies provides comprehensive digital and interactive creative, marketing, print, apparel and merchandise solutions to clients across the U.S and internationally seeking online stores and other online marketing and sales tools. Sigler Companies is privately held. Additional information is available at [www.siglercompanies.com](http://www.siglercompanies.com).

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*Business Leaders United for Workforce Partnerships is comprised of employers from a range of industries who are concerned about our nation's skills gap, who are working with local partners to train and hire community residents for skilled jobs, and who want our country's policymakers to follow suit and invest, aggressively and effectively, in the skills of America's workers. BLU is an initiative of National Skills Coalition, National Fund for Workforce Solutions, Skills for America's Future and Corporate Voices for Working Families. Learn more at: [www.nationalskillscoalition.org/BLU](http://www.nationalskillscoalition.org/BLU).*