



## **Ann D. Middleman, Principal**

### **ADM Marketing & Research Consulting**

Ann D. Middleman opened ADM Marketing & Research Consulting in 2002, after a career spanning more than 25 years, during which she has worked with large and medium-size B-to-C and B-to-B companies on research assignments involving strategic positioning, brand identity, communications and media strategies, and public relations. Her involvement with communications and public relations led to her joining, and then taking leadership positions with IABC.

Prior to founding ADM Marketing & Research Consulting, Ann was a Vice President of Magnet Communications (originally, Creamer Dickson Basford Public Relations); Department head in the Strategic Research Division of FIND/SVP (now Guideline Research), and a manager at Audits & Surveys and Louis Harris and Associates.

She has been a featured speaker at conferences held by the American Marketing Association, Academy for Health Services Marketing, Advertising Research Foundation, International Home Furnishings Center, International Association of Business Communicators--both the local chapter and Heritage Region Conference, and the Long Island chapter of Society of Marketing Professional Services. She has published articles in *The Industrial Marketer*, *Building Long Island*, *Internet Financial News*, *Webpronews.com*, *Marketing Review*, *Public Relations Quarterly*, *IdeaMarketers.com*, various blogs, and her newsletter, "News From The Top Floor." For more information, please visit [www.admmarketing.com](http://www.admmarketing.com)