



# Susanna Hornby

Publishing, Media, Events, Podcasts  
and Sales Training,

### Profile

Susanna has 31 years of sales, training, and business development experience in both the B2B and B2C markets within the publishing, events and media industries.

Her key strengths lie in identifying, sourcing, and gaining new business, creating new sales opportunities and realising profit. Susanna is experienced at developing existing client-bases, training and coaching all levels of salespeople and managers, developing new and existing publishing brands/products, sales planning, sales strategies, marketing plans, advertising, social media marketing, event planning and organisation, and increasing revenue and profits.

Susanna is also an accomplished podcast presenter, consultant, and strategist and can advise on podcast marketing, set up and production for companies and individuals.

### Expert fields include:

- Publishing (on and offline)
- Sales (new business and key client management in retail, publishing, media, real estate)
- New business development
- Advertising (on and offline)
- Social media (management, marketing and content)
- Training (from group company induction – to one to one sales and management coaching)
- Marketing plans and implementation for new and existing businesses
- Presenting (conference speaking to podcast hosting)
- Event organising and networking
- Podcast set up and management

### Qualifications and Experience

- Train the Trainer (FT)
- Sales Management NVQ Levels 1-4
- How are you Managing? (Pearson Group)
- Winning Edge (Moorcroft Training)
- Investors In People (Westminster Press)
- Business and Office Management Diploma, St Aldates College, Oxford
- Education – St Anne's School, Windermere, (A Levels)

## Some of Susanna's Projects

**Client:** Media and Concierge Company  
**Sector:** Media/Publishing Magazines, Digital platforms and Podcast Series  
**Specialism:** Sales, Marketing, Operations, Planning

**Brief:**

- To create & develop a tabletop luxury lifestyle magazine to promote and represent Malta globally.
- To create and develop a website to support the magazine brand
- To develop a digital and social media strategy and manage forwards.

**Outcomes:**

- Launched the 180-page large glossy magazine in 2017 and since published 6 successful profitable issues ongoing.
- Developed and launched, alongside the first published magazine, a website with articles and sponsorship, launched and continued running all social media platforms.
- Developed and launched a 29 episode (to date) Podcast series – which promotes the best of Malta (Interview based show)
- The Magazine is now considered the most prestigious publication for the Maltese Islands and is used to represent the country at global events by private companies as well as the Malta Tourism Authority at ICE (London). The Washington Luxury Travel Expo. MIPIM in Cannes and more

**Client:** International Realty company  
**Sector:** Real Estate/Property  
**Specialism:** Portfolio Magazine

**Brief:**

- To transform and relaunch the company's yearly Realty magazine (their main marketing tool) to be the most prestigious real estate magazine for the Maltese property market and to be able to compete on an international level.
- To increase editorial content
- To increase profitability (the magazine was making a loss)
- To increase the distribution network

**Outcomes:**

- The redesign and relaunch (August 2020) was a success with the company considering their new magazine to be the best within its class on the Maltese Islands. Susanna has been reassigned to publish their 2021 Portfolio.
- The editorial and advertorial content were developed and increased by 50%
- 100% increase on revenue from 2019
- Distribution network has been increased to include exclusive distribution points eg: private clubs

**Client:** Media Company  
**Sector:** Media  
**Specialism:** Creation, planning, marketing sales, presenting production, and design

**Brief:**

- To create and develop a leading podcast show in Malta to support the brand,
- To commercialise the show by end of 2020.

**Outcomes:**

- The podcast was launched in March 2020 and became known as the first podcast of its kind for the Maltese Islands.
- Having just completed 29 episodes the podcasts have had over 4000 downloads and increased visitors to the website by more than 500%
- The company was able to commercialise earlier than requested in the brief and began charging for podcast interviews in July 2020