



## Mary Mechler

### Technical Specialist

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***“ There’s always an answer and always a solution, you just have to keep searching for it. There are different ways of looking at a problem. Don’t give up. ”***

As a member of the IMEC team, I am responsible for expanding business throughout Illinois. I develop relationships with local manufacturers, assess their challenges as well as opportunities, and offers IMEC’s strategies for innovation, marketing and promotion, sales growth, and development of new products and revenue streams to help them become more profitable and competitive in today’s business environment.

I bring over 25 years of marketing, sales and management expertise to IMEC. Previously, I was an Entrepreneurship Counselor at the SIU Small Business Development Center in Carbondale. I assisted clients in writing business plans and finding financing, as well as providing marketing, sales, and management advice. Prior to SBDC, I was Vice President of Sales and Marketing at SchoolCenter, a software company, where I developed the corporate marketing plan, and selected and managed the team responsible for creating and implementing a new product development process. In addition, I started and owned an e-commerce business for three years. For 20 years, I was employed in various roles from sales rep, direct marketing manager, advertising director and human resources manager. In these positions, I successfully managed the retail and classified advertising staffs, started a new direct marketing department and directed the team to a successful incorporation of new products into the traditional advertising product line. I also reorganized the customer support department, implementing a new workflow and customer touch program to build loyalty and retention.

#### Expertise

- B.S. degree in Marketing from SIU Carbondale
- M.B.A. from SIU Edwardsville
- Develop New Products and Revenue Streams
- Innovative Thinking and Networking

#### Specialized Skills

- Sales Management
- Marketing and Promotion
- Business Planning
- Customer Support

#### Results

I helped an individual branch out to go out on his own. He struggled with his business at first, but he was so good at his craft that he in turn had a great customer base. I helped him put together a business plan and meet with investors to inject capital into his business. I went to bat to emphasize his client base and his innovative process. The result of this was that the investors bought in and that helped him grow. Today, he has paid back his initial loan and has taken out another to grow to the next level.