

ILONA (OLAYAN) FISCHER

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STRATEGIC INITIATIVES | MARKETING & COMMUNICATIONS |
BRAND & DIGITAL STRATEGY

Senior marketing, communications and strategic initiatives leader with 25+ years of experience turning complex organizational goals and audience needs into clear strategy, compelling communications, digital platforms and measurable results. Trusted partner to CEOs, boards and cross-functional teams across global businesses and nonprofits. Known for connecting the dots, asking the right questions and moving ideas from concept to execution.

CURRENT + GROWTH LEADERSHIP

INDEPENDENT MARKETING & BRAND CONSULTANT

2021-PRESENT

Brand Strategy | Digital Marketing | Websites | Communications

- + Develop brand and digital marketing strategies for nonprofits and small businesses, translating organizational goals into positioning, messaging, audience strategy and practical marketing plans.
- + Built the brand, digital strategy and marketing materials for a global nonprofit launch focused on a complex, high-stakes issue, creating a cohesive platform to support visibility and communications.
- + Develop and contribute to website strategy, content and execution for nonprofit organizations and small businesses, including support for the Tom Coughlin Jay Fund website redesign and a community-focused entertainment business.

TRAILER BRIDGE

2019-2021

Director of Marketing | Transportation & Logistics

- + Led enterprise marketing strategy during a period in which revenue increased from approximately \$157 million to \$240 million - approximately 53%.
- + Led and developed the marketing team and partnered directly with the CEO and executive leadership during rapid commercial and organizational growth.
- + Conducted extensive customer, employee, competitor and stakeholder research and translated the findings into positioning, value propositions, executive narratives, digital strategy and sales tools.
- + Increased organic website traffic approximately 62% while reducing bounce rate approximately 18%; built the company's SharePoint intranet as an employee communications and engagement platform.
- + Partnered with leadership on culture, values and training initiatives during a period in which the company earned Inc. 5000 and Best Places to Work recognition, along with national exposure.

BERKSHIRE HATHAWAY HOMESERVICES

2016-2019

Realtor | North Florida

- + Generated more than \$3 million in first-year sales after entering a new industry, earning Rookie of the Year followed by Chairman's Circle recognition in 2018 and 2019.
- + Used market analysis, pricing strategy and negotiation to guide clients through complex, high-value purchasing and investment decisions.

SELECTED IMPACT

25+

years across marketing, communications and commercial strategy

\$157M → \$240M

Trailer Bridge revenue during tenure

+62%

organic website traffic

2X workforce

growth during a period of Inc. recognition

\$3M+

first-year real estate sales

EXPERTISE

Strategic Initiatives
Brand Strategy
Digital Marketing
Website Strategy
Executive
Communications
Stakeholder Engagement
Audience & Market
Insights
Positioning & Messaging
Integrated Marketing
Community Engagement
Special Projects
Cross-Functional
Leadership
Team Development

ENERGY + TELECOMMUNICATIONS + CONSULTING

APR ENERGY

2013-2015

Senior Content Manager | Global Energy

- + Led international content marketing and communications initiatives across Africa, Asia-Pacific, Latin America, the Middle East and North America.
- + Developed executive presentations, value propositions, proposals, case studies, digital content, sales tools and thought leadership; managed global advertising including campaigns with the Financial Times and The Economist.
- + Supported communications surrounding more than 850 MW of new and extended contracts and approximately 1.7 GW in contract renewals while partnering with technical and commercial teams across global markets.
- + Expanded digital content capabilities by learning to incorporate drone video into marketing and communications.

OLAYAN DIGITAL

2012-2013

Strategic Marketing & Communications Consulting

- + Provided website, marketing, public relations and content support to education and nonprofit organizations, translating leadership priorities into clear audience communications.

ILD CORP.

2004-2012

Director, Marketing | Telecommunications and BPO

- + Managed and developed a marketing team supporting five business units during approximately fourfold company growth over three years.
- + Served as trusted liaison to the CEO/Chairman on executive communications, special projects and new ventures; presented business priorities and performance at board meetings.
- + Used customer research, competitive intelligence, market trends and social listening to help identify and launch new businesses including Social Strategy1 and OfficeArrow.
- + Produced a national B2B conference featuring bestselling authors and Fortune 500 executives, increasing attendance approximately 59%; contributed to an executive book and led sales, marketing and brand training.

TELWARES COMMUNICATIONS

2002-2004

Presales Manager | Telecommunications Consulting

- + Advised Fortune 500 clients on telecommunications requirements, supplier alternatives, pricing and complex technology solutions; coordinated sales, technical and operational teams through implementation. President's Circle.

GLOBAL CROSSING (formerly IXnet)

1998-2002

Director of Bandwidth Markets | Global Telecommunications

- + Advanced into a director-level role within an approximately 14,000-person global company and managed a global pricing team across EMEA and APAC.
- + Led pricing strategy, market intelligence and commercial decision support, partnering across sales, finance, technical and regional organizations on complex international opportunities including London-to-Moscow infrastructure.

GLOBAL SCOPE

850+ MW

new and extended contracts supported at APR Energy

1.7 GW

contract renewals supported

4X

ILD company growth over three years

+59%

B2B conference attendance

COMMUNITY

Cross-cultural perspective shaped by work with multinational businesses and audiences.

Community involvement includes Ponte Vedra High School, the Tom Coughlin Jay Fund and youth-focused service in Northeast Florida and Morocco through International Volunteer HQ. Languages: English - native; Arabic - basic; Hungarian - basic.

RECOGNITION

Jacksonville Business Journal 40 Under 40, 2010 | Leadership Jacksonville, Class of 2010 | Berkshire Hathaway Rookie of the Year, 2017 | Chairman's Circle, 2018-2019 | Telwares President's Circle, 2003

EDUCATION

University of California, Davis - Strategy of Content Marketing, 2026 | Florida Real Estate Institute - Sales Associate, 2004 & 2016 | Roger Williams University - Communications, 1994