

Lana Burkhardt & Associates

About The Firm

Lana Burkhardt is President of Lana Burkhardt & Associates. She has held a variety of senior marketing and sales management positions throughout the country with firms including:

**J. Walter Thompson
Chittenden Bank
Pennsylvania Bankers Association
Keystone Financial, Inc.
Governor Mutual Funds
Fulton Financial
Susquehanna Wealth
Management**

Ms. Burkhardt serves on the faculty for Lebanon Valley College MBA Program and Penn State University.

Throughout her career, Ms. Burkhardt has provided marketing and new business leadership to a wide range of companies:

- Chittenden Bank
- People's United Bank
- J. Walter Thompson
- Keystone Financial, Inc.
- Governor Mutual Funds
- Valley Forge Asset Management
- Susquehanna Wealth Strategies
- Martindale Andres Investment Advisors
- Fulton Financial Advisors
- Pennsylvania Bankers Assoc.
- Susquehanna Trust & Investment Company
- LeTort Trust Company
- People's United Bank Retirement Services
- Merchants Trust Company
- Graystone Bank

Wealth Management Marketing and New Business Strategies

Lana Burkhardt & Associates has helped wealth management firms capitalize on market opportunities and improve business results through the development and implementation of innovative new business and marketing planning.

As a strategic marketing and sales consulting firm located in Stowe, VT and Hershey, PA; we work with organizations along the complete continuum of the sales, marketing and new business process.

Areas of Expertise Include:

- Identification of profitable market niches
- New market opportunities
- Collateral brochure/web site content development
- Developing tactical new business plans
- Micro-market planning for new business development staff
- Strategic marketing planning
- Brand Management
- Merger and Acquisition Sales Training
- Building Social Media as a new business platform
- Social Media Policy and Procedures development
- Executing go-to market strategies
- Thought Content Leadership development
- Integrated marketing programs
- Strategic business planning
- Sales team coaching and training

Lana Burkhardt and Associates works to tightly align business strengths and resources with the needs of the target market prospects. To accomplish this, we employ a rigorous planning process including assessment and analysis of the target market, identification of market opportunities and development of a comprehensive marketing/new business strategy. The end result is a highly customized plan with tactics designed to fit your organization's culture, structure and resources. In addition, we offer turnkey project management to help you execute your plan. Expert planning and execution make the difference; let us help you with your new business challenges. We welcome the opportunity to serve you. Visit us at www.lburkhardt.com



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