

MARKETING

## Suzanne Leslie

Suzanne Leslie, a principal, is the marketing and communications director for Rachlin. She also is president and creative director for Rachlin Design, and executive director of the Rachlin Foundation. A professionally trained designer and illustrator, Ms. Leslie has more than 20 years of marketing and graphic design experience in the corporate, agency and publications arenas.

Since joining Rachlin, Ms. Leslie has developed and implemented a comprehensive branding strategy which she continues to lead today. In addition, she directs all marketing, public relations and advertising initiatives; sponsorships; and special events. Under her direction the firm has developed several award-winning communications.

As president and creative director of Rachlin Design, a division of the firm, Ms. Leslie oversees and directs an in-house agency that provides advertising, marketing and online design services to clients of the firm as well as outside entities.

Ms. Leslie is the driving force behind the Rachlin Foundation, which raises funds and coordinates volunteer efforts for numerous South Florida charities. In addition, she created the firm's Planned Giving Program, which provides a venue for employees to make charitable contributions through payroll deduction. Today, Rachlin is the only South Florida-based accounting firm with both a foundation and a planned giving program.

Prior to joining Rachlin, Ms. Leslie owned and operated a South Florida design firm for 10 years. She also was vice president of one of the region's largest financial institutions.

### Professional & Civic Affiliations

Baker Tilly International, North American Marketing/Business Development Committee  
 Association for Accounting Marketing  
 Rachlin Foundation, Founding Board Member

### Articles, Seminars & Presentations

Marketing Initiatives Lecture given at F.A.U.  
 A New Brand of Office, *Rachlin News*  
 Branding for Professional Service Firms, *Rachlin News*



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MIAMI • FORT LAUDERDALE • WEST PALM BEACH • ORLANDO



**Suzanne Leslie**  
Principal

PROFILE

### AREAS OF EXPERTISE

Advertising  
 Marketing Strategy  
 Branding  
 Product Promotion  
 Graphic Design  
 Media

### KEY CLIENTS

Healthcare Providers  
 Financial Service Providers  
 Professional Service Providers  
 Corporations  
 Foundations  
 Not-for-Profit Organizations

### EDUCATION

Bachelor of Fine Arts,  
 University of Miami

Rachlin LLP