

Mark Dixon brings to BusiMed a wide range of creative and strategic skills, and an extensive background shaping organizational communications into unique and distinctive brands. His professional background began in 1973 as a staff reporter for a nine-paper newspaper chain (Montgomery Publishing) where he learned to maintain high standards of editorial and journalistic excellence under deadline pressure, and gained an "insider" knowledge of the media which he now calls upon to establish contacts and secure story placements for BusiMed clients. In 1985, he was recruited by a \$3 billion/year retailer (Wegmans Food Markets) to direct communications for an organization with 30,000 employees in over 100 locations, where he was responsible for directing all internal communications, including print publications, electronic media products, video production, web communications, as well as ghostwriting executive communications. In 2005, he added fundraising experience to his skill set when he led the team that created, designed and operated a communications initiative that powered Ithaca College's first-ever capital campaign that went on to exceed goal by \$30 million.