



### **Stream Southern California**

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## **Susan Bloomfield**

### **Chief Marketing Officer**

My approach to business (and life) is fairly simple: If you want to determine the "how," you must have a passion for uncovering the "why." I apply a wide-lens perspective and integrated approach to marketing, drawing from my leadership roles in research; marketing and communications; business development; sales management and application of new technologies that grow revenue.

As Chief Marketing Officer, I am charged with establishing the creative strategy, vision and roadmap for Stream's operations that drives short and long-term strategic imperatives; lead national marketing team on new business development opportunities, presentations and pitches; and work with the national team to enhance Stream's brand awareness and growth.

I recently served as the Vice President of U.S. marketing and research for Colliers International where I led efforts to elevate brand awareness, competitive positioning and market share. Prior to that, I served as the Director of CBRE Investor Services Pursuits where I built and led a North American business development team, trained local marketing and sales professionals, delivered sales enablement technology, increased brand awareness and partnered with leadership and sales professionals to develop clear, strategic messaging and approach that elevated win rates by solving for the "why" and the "how."

### **Education & Designations**

Master of Science, Leadership and Management - University of La Verne | 2009  
Bachelor of Arts, English - University of La Verne | 2001