

# Susan E. Packard



**Co-Founder and Former Chief Operating Officer of HGTV  
Senior Associate, Martin-Frankel Associates**

**Building a Brand Leader While Nurturing Great Workplace Cultures**

## **Practical Tips for the Workplace**

- **Brand**
  - Thinking of your organization as a Brand will make you successful
  - Keep your organization fresh and focused
  - Stay true to your mission
  
- **Culture**
  - Define your culture through a mission statement or core values-or both
  - Live your values
  - Show leadership and support your team

Susan Packard joined Martin-Frankel in 2010 and brings 30 years of experience developing and operating businesses to Martin-Frankel clients. She was co-founder of CNBC and Scripps Networks Interactive (SNI) Inc., parent of HGTV, Food Network, Travel Channel and other cable networks. Under her helm as Chief Operating Officer of HGTV, it became one of the fastest growing cable networks in television history now reaching over 99 million subscribers. Packard helped to build SNI to a market cap of 7 billion dollars.

Martin-Frankel Associates is a Leadership Development group that focuses on team alignment, executive coaching and the development of sustaining company cultures.