Stephanie Hastings Interview – September 2025

"I Love What I Do": How Stephanie Hastings is Elevating Aurora Pharmaceutical's Brand
For Stephanie Hastings, Director of Marketing at **Aurora Pharmaceutical**, marketing isn't just a job — it's a passion she discovered along the way.

"Marketing chose me," Hastings says with a smile. Starting her career in journalism and radio before moving into marketing and public relations more than 20 years ago, she found herself drawn to the fast-paced, ever-evolving world of brand strategy. "I'm a strategist at heart. I like to be involved in studying the consumer and then ensuring consistency throughout a campaign and seeing that come to fruition in print, social media, and brand recognition. I love to see that there's continuity across everything we do."

A Career Built on People and Strategy
Hastings' academic background is as unique as her career path. With a degree in **Cultural Anthropology**, she has always been fascinated by people, cultures, and their communication. "I enjoy getting to know people, learning what they're interested in, and gathering data to better understand who they are and what they're looking for," she explains.

Her people-centered approach has guided her through diverse industries — from dietary supplements and wellness products like hemp and CBD, to major CPG brands you use every day — before bringing her to Aurora Pharmaceutical. Today, she leads a dynamic team that includes a graphic designer, strategist, project manager, and administrative support.

The Power of Marketing in Business Success
For Hastings, marketing is the heartbeat of any business. "If a company wants to grow and have reach, they need marketing," she says. "The Marketing Department lays out the strategic plan of promotion – not just the products – but the entirety of the brand. A company's reputation depends on its brand voice, continuity, and values and translating that to engage the trust of the end consumer."

That belief is one reason she prefers to work in-house versus at an agency (which she has done before). "When all departments are connected and working together, the buy-in is much stronger and I can focus all of my attention and energy on the one brand."

Building the Future of Aurora Pharmaceutical
Looking ahead, Hastings is focused on one of Aurora's most ambitious goals yet: elevation after a full **rebrand**. "It's the next big step to keep our business foundation strong and elevate how customers see us," she shares. Currently selling products nationwide, Aurora hopes to expand its reach to a global scale. With over **20 sales representatives** and **three technical service veterinarians** on staff, the company is well positioned for growth.

What sets Aurora apart, Hastings notes, is its commitment to American manufacturing. "Aurora is one of only a couple of generic pharmaceutical companies that manufacture in the U.S. That's something we're proud of — and something customers value."

The Joy of the Job
When asked what she enjoys most about her work, Hastings points to strategy and collaboration. "It's exciting to see our ideas come to fruition. Aurora has been a great place to work — a large number of employees have been here for a good amount of years, which says a lot about the culture."

She also loves the creative touches that bring Aurora's name to life beyond the products themselves. "Many may think that veterinary pharmaceuticals are rather cut-and-dry or even 'boring', but we've managed to take the perception up a notch with quality advertising and reaching out through multiple platforms elevating the perception and the brand as a whole."

Facing the Challenges

Of course, the role comes with challenges. Hastings admits that one of the hardest parts of being in marketing is the number of people who don't fully understand the importance of the job. "It's important to be an advocate for both the science and craft of what we do," she explains. Another challenge she's glad to face is in tailoring communication across generations, especially in social media. "Different age groups respond to different messages — finding that balance takes effort."

A Lasting Passion

Despite the challenges, Hastings remains energized and inspired by her work. "Working at Aurora has been a great time, and I'm enjoying a lot of new experiences," she says. "I love what I do!"