

JOSIE PASSAFIUME

April 1, 2022

I am currently a Senior Account Executive for Advance Ohio managing funeral home clients in Michigan and Northeast Ohio. I also work with families. I am part of a team responsible for meeting sales goals and increasing revenue. This vertical is very important to our company as it is a multimillion-dollar category.

Advance Ohio is part of Advance Local, one of the largest media groups in the U.S. Advance Local owns and operates leading media companies in multiple states, reaching more than 55 million people per month. Recognized with numerous awards, including Pulitzer Prizes and Emmy Awards, our mission is to deliver honest, factual, and impactful journalism. In our market, we own/operate The Plain Dealer, cleveland.com and The Sun News.

I have spent my entire career with this company starting at The Plain Dealer when I was in high school. Over the years I have held many sales and management positions in the advertising division including 8 years as Assistant Circulation Director in Sales Development for Circulation. The Plain Dealer and cleveland.com are important to this community. They are the watchdog; they make a difference.

My second passion is education. Education is so important to me. Three years after I received my MBA in 2006, one of my professors recommended me to Walsh University and I have been an adjunct professor since 2009; teaching marketing courses in their MBA and undergrad programs.

My third passion is the Willoughby Western Lake County Chamber of Commerce. I have been involved for about 10 years, and I am in my 6<sup>th</sup> (and final) year as a member of The Board of Directors. I am so proud to work with this dedicated and successful group of people. The chamber is a true asset for any business that wants to grow and stay relevant. I strongly encourage all businesses interested in Western Lake County to join.

Finally. I have saved my greatest love for last. I am a mother and grandmother which is the greatest blessing of all.

Best. Josie