

Biography

Felena Hanson Principal Perspective Marketing

Felena Hanson brings over twelve years of marketing and management experience to the table. She's not only an industry expert but also a marketing professor, author and international speaker.

Her firm, Perspective Marketing, specializes in providing high-quality, cost-effective marketing strategy services to small businesses. She focuses on helping entrepreneurs understand their environment and map out a long-term strategy that will position them as a leader in their market. She achieves this by doing an in depth analysis of current sales and marketing efforts, doing extensive market research and creating a plan that is realistic to implement and trackable.

Her background includes, marketing plan creation and implementation, marketing management, brand management, product positioning, market research, corporate communications, web marketing and customer relationship management.

Felena earned a Bachelor's degree in Marketing from the University of San Diego and an MBA from California State University Dominguez Hills.

She worked for several years as an Account Director for PremiereGroup, a marketing agency in Los Angeles, California, where her responsibilities included managing marketing communications programs for clients such as DIRECTV, SunAmerica, Fox News Channel, Washington Mutual and Epson.

After moving back to San Diego in 2001 Felena worked as the Director of Marketing for an Internet technology company where she managed marketing campaigns for clients such as CNN, USA Today and the Los Angeles Times. The company was sold to America Online in 2003, which allowed her to pursue her entrepreneurial dreams and launch Perspective Marketing. Over the last four years her firm has focused on helping clients in the professional services, construction, engineering, information technology, retail, and wellness industries.

Felena teaches Marketing and Entrepreneurship at the Fashion Institute of Design & Merchandising, in San Diego, and at California State University Dominguez Hills for the MBA online program.

She is very active in the community, with involvement in the following organizations: Women's Global Network (*Regional Director*); Fashion Group International (*board*); National Association of Women Business Owners; Altadena Community Association (*President*); North Park Community Association (*past board*); SCORE Women's Breakfast Series (speaker); Downtown Women's Club (speaker); eWomen Network (speaker); Asian Spa & Wellness Conference (speaker).

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