



BUSINESS

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MY BIG BREAK: Strong leaders provided qualities to emulate

Who: *Amy Zucker; president and founder, Synergy Marketing Group*

Before starting Synergy Marketing Group in 2002, I had worked for a variety of advertising agencies, public relations firms and marketing consultancies in St. Louis, Chicago and Indianapolis. It was through these companies I learned the do's and don'ts about running a business, client service and the craft of marketing and PR.

Prior to Synergy, I worked for Marc USA under Paula MacVittie. She was a dynamic CEO who pushed me hard. She taught me a lot about running an agency. This included being a hands-on leader, being dedicated to the craft, cultivating trust among clients and never compromising standards.

Paula always challenged the status quo and advocated continuous improvement. I was invigorated by her energy and rose to each new challenge. When she retired, I knew I couldn't replace this passionate approach to marketing with just any new job. So part circumstance and part decision led me to form Synergy Marketing Group.

Through my career I was lucky enough to have worked for many charismatic and brilliant leaders. I tweaked and applied their best practices, learned from their mistakes and added my own philosophies to create a company I wanted to work for.

I recruited my husband, Marc, to

help me run the company. As business partners we're a perfect balance. While I bring to Synergy a passion for marketing and client service, he brings a talent for business, accountability and operational controls.

My goals for Synergy were simple: surround myself with an empowered group of smart, motivated professionals; foster an environment that rewards hard work and high standards; cultivate trusting client relationships; and define success by our clients' successes. I realized if I could accomplish all of these objectives, I would be able to attract a talented team of peers, create new standards for marketing, bring value to our clients, and be profitable, too.

Synergy just celebrated its five-year anniversary. Every day has been an adventure, a learning experience and a blessing.

The company is growing faster than I ever imagined, and we're off to a great new year. In 2008, we'll be adding several key leadership positions, attracting more national accounts and rolling out new services.

But some things won't change. The core principles responsible for Synergy's current success and my big break.



Amy Zucker

- **Age:** 35.
- **Job title:** President and founder of Synergy Marketing Group.
- **Duties:** Oversees marketing strategy, client service and quality control.
- **About the company:** Headquartered in Indianapolis, Synergy provides outsourced marketing and public relations. Its services include strategic planning, market research, brand development, Internet marketing, public relations and advertising services to business-to-business organizations, including technology, biotechnology, pharmaceutical, logistics and manufacturing companies.
- **Previous experience:** Zucker previously worked for Marc USA. She also worked for advertising, public relations and marketing agencies in St. Louis, Chicago and Indianapolis.
- **Personal:** Zucker and her husband, Marc, live in the Butler-Tarkington neighborhood with their daughter.