

# Susan Medlin

Chief Marketing Strategist, Vintage Marketing

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The word Vintage signifies the distinguished representation of the very best. That is what Susan Medlin set out to achieve when she founded Vintage Marketing 30 years ago – to nurture and develop a firm that creates and implements superior marketing strategies and branding campaigns for clients who are the best in their class.

Surgery centers, hospitals, medical practices, device manufacturers, and other healthcare organizations have relied on Susan and the dynamic team at Vintage Marketing to create new brands, expand profitable service lines, obtain market share, and execute cost-effective marketing initiatives.

Susan is an accomplished marketing and communications leader. In her role as Chief Marketing Strategist for Vintage Marketing, Susan draws from over three decades of successful marketing experience and insight into the healthcare vertical. She has led clients through organizational brand management, strategic marketing initiatives, internal and external communications, media relations, and community outreach. Susan has shared her marketing insights over the years as an event speaker for local and national business and healthcare organizations. Vintage Marketing has been featured in both Inc Magazine and the Charlotte Business Journal for its commitment to excellence in marketing and success with client relationships.

Susan earned a Bachelor of Science degree in Marketing and Statistics, with a dual minor in Communications Media and Public Relations. She began her marketing career with the largest food corporation in the world. After being based in New York, she returned to the South to be with family and gained her passion for helping physicians and healthcare organizations thrive by working in the healthcare industry. When she's not advancing traditional and digital marketing initiatives or planning creative marketing strategies for clients, Susan can usually be found volunteering with veteran and arts organizations, fostering historical preservation, and spending time by the water with family and friends.

