

## Carol Hohle

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### **COMMUNICATIONS SPECIALIST \* ENVIRONMENTAL & SPIRITUAL ACTIVIST**

Communications expert with more than twenty years experience conceptualizing and implementing startup ventures. Business strategist with a record of shaping vision and goals into tangible action. Energetic, highly organized, creative leader with expertise encompassing:

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Communications \* Community organization \* Product development  
Marketing and promotion \* Graphic design \* Web development  
International sales management \* Facilitation, team-building and leadership  
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### **PROFESSIONAL EXPERIENCE**

**INSPIRATION HOUSE**, Weston, Massachusetts & Chicago, Illinois 2005 - present  
*Non-profit organization devoted to environmental sustainability, spiritual fulfillment, and a socially just human presence on this planet*

#### **Founder and Executive Director** (2005-present)

- Teacher, speaker & group facilitator offering seminars, talks, courses and retreats. Recent examples: “Greening Consciousness,” “Sparking Creativity,” Women’s Spirituality Circles, Eco-Spirituality Groups and individual spiritual direction.
- Consultant providing communication strategies and implementation for non-profit & eco-friendly organizations and service providers. Recent experience: Conceived, launched and promoted an adult education program for the local Unitarian Universalist Church. Developed a multi-media publishing strategy for a premier ESL agency and created its internet presence. Developed a communications strategy and website for a multi-million dollar, multi-year town project, increasing residents’ engagement and involvement.
- Community entrepreneur and webmaster – Created my own public service website, [www.inspirationhouse.org](http://www.inspirationhouse.org), designed to nurture spiritual vitality for a just and sustainable planet. Through links, readings, inspiring quotes, photographs, founder’s blog, and news items, this website serves as a champion, aggregator and integrator of spiritual practices, environmental sustainability and social justice issues. It highlights and celebrates the organizations that nurture the growth of spirituality and tend to the well being of the planet while providing a web-based community for all who value this ideal.
- Environmental activist engaged in religious, civic, and social communities. Recent activities include: Formed an ecology fellowship at Andover Newton Theological School resulting in increased community awareness of the connection between faith & the environment, recycling programs on campus, and a new eco-theology course ([www.ecofellowship.wordpress.com](http://www.ecofellowship.wordpress.com)). Participated in the formation and advocacy work of Massachusetts Interfaith Climate Action Network – created website & communication materials for 1/29/2008 Day Of Prayer & Advocacy at MA State House ([www.mican.wordpress.com](http://www.mican.wordpress.com)). Served on leadership green team at First Parish Church in Weston – designed a year-long education program including book discussion groups, eco-film screenings, lectures & workshops, recycling efforts, and two 350.org related actions. Served on Weston Climate Group’s core team – redesigned group’s website and organized a town-wide event involving 70 families in an energy saving competition ([www.westonclimategroup.org](http://www.westonclimategroup.org)).

**THE FIRST CHURCH OF CHRIST, SCIENTIST**, Boston, Massachusetts 1980-2004  
*Comprised of 2,000 church communities in 80 countries with headquarters in Boston, the organization operates with an annual budget of \$120 million to promote Christian Science via publishing programs (The Writings of Mary Baker Eddy and The Christian Science Publishing Society) and mission-based community activities.*

**Managing Publisher, The Writings of Mary Baker Eddy** (1993-2002, 2003-2004)

Created a new international book publishing imprint. Managed all aspects of the business – financial, sales, marketing, production, editorial and design.

- Repositioned 125-year-old religious text within the spirituality market, selling over one million copies in six years. Published many derivative works – selling thousands of copies through various channels.
- Hired and managed national sales team to represent the imprint to the trade. Achieved distribution via 2,000 trade bookstores within 18 months.
- Formed Publishing and Permissions Office to manage the intellectual property rights of Mary Baker Eddy whose archived writings became available to the public for the first time in 2002.

**Executive Senior Manager, Communications Office of the Board of Directors** (2002-2003)

Co-managed the executive office supporting the strategic planning of the parent organization and the communication activities of the Board of Directors.

- Launched public relations program for the non-profit Board of Directors. Achieved spirit of openness with media, and expanded pool of qualified spokespeople.
- Created a master strategic plan that achieved 25% budget reduction centralizing shared services and consolidating business units.

**Manager, Christian Science Reading Rooms** (1998-2002, 2003-2004)

Established corporate office supporting a retail franchise chain of 2,000 stores worldwide.

- Increased sales volumes by factor of ten in top 200 U.S. franchise stores by providing basic retail mechanics, sales training and customer service.
- Realigned discount structure and returns policy, improved customer service, marketing support and training resulting in a 30% increase in inventory turns and retail sales.
- Launched two retail concept stores and achieved sales increases approaching twenty times. Used stores as on-site training center for store managers.
- Established program enabling store managers to tailor their outlets to address local needs and improve customer service. Approximately 25% of top retailers implemented major physical renovations and improved sales by factor of ten.

**Production Manager** (1987-1993)

Managed the design, production and manufacture of book, audio and software products for The Writings of Mary Baker Eddy and The Christian Science Publishing Society.

- Designed and launched publication of a weekly spirituality magazine whose success has continued for 15 years, including several brand extensions, and remains the publisher's most profitable product line delivering millions in annual revenues.
- Initiated, developed and launched a profitable software package targeted at a niche market for a library of books providing key word and citation searching, note-taking and personal repurposing of content.

Positions of increasing authority in the areas of editorial content, design, project management and marketing from 1980 to 1987.

## EDUCATION

**Master of Arts**, Psychology and Religion, Andover Newton Theological School, Newton, MA, 2008

**Bachelor of Fine Arts**, *cum laude*, Boston University, Boston, MA, 1980