



## **Heather Bauman**

Company: **Great Lakes Marketing of Michigan, Inc.**

Expertise: **Marketing**

Heather Bauman is owner of Great Lakes Marketing of Michigan, Inc. (<http://www.glmofmi.com/>), founded in 2010. Her marketing company operates an in house call center and event production company with a primary focus on helping not-for-profit organizations raise awareness and fundraise in the State of Michigan. With a staff of 22 and a drive to succeed in the turbulent Michigan economy, Heather and her staff look forward to projecting the creative spirit of a Northwood Entrepreneur within the company and throughout the community. Along with business ownership, Heather has spearheaded sporting events and has participated in numerous events benefiting charitable organizations along with a past board position on Michigan Festivals and Events Association and a current position on the Bay County Sports Hall of Fame.