



The FCC Services Newsletter

New Affinity Marketing Manager Joins FCC Services



Bringing with her extensive experience in marketing, sales and strategic alliances, Heather Tseng has joined FCC Services as the Affinity Program Manager, overseeing the Farm Credit National Discount Program (NDP) and Conference Sponsorship Program, and representing FCC Services with Members and Partners.

Heather most recently worked as the Retail Clinical Sales & Marketing Manager for Kroger Health, establishing and executing a strong business-to-business sales and marketing strategy and building effective, profitable relationships with regional employers, brokers and third party administrators. Prior to this role, she spent seven years helping to build The Little Clinic division in Colorado, including designing and managing a co-branded marketing campaign working closely with strategic partner University of Colorado.

“A significant aspect of this position is building strong business-to-business relationships with Farm Credit Members, with the NDP Partners, and with other vendors who sponsor our conferences, and this type of relationship building has been a key component throughout my career,” Heather says. “I’m looking forward to working with all FCC Services’ stakeholders to improve our programs and deliver value. The Affinity Program really is a win-win-win for our Partners, our Members and FCC Services, so I’d like to grow that benefit for everyone.”

Heather’s first priorities will be meeting with NDP Partners to understand their goals and what Farm Credit Members can enjoy from them. She’ll also be connecting with sponsors from previous years’ conferences to engage them in 2018 events, an important aspect of FCC Services’ conference strategy to bring industry-leading products and services to conference attendees. Finally, she’ll be designing and initiating a comprehensive communication strategy with Members.

“The Program is free to Members, so I want to increase awareness and make sure they know about all of the offers from our Partners and are able to take advantage of the personal discounts as employees and



the trusted business solutions for their organizations,” Heather says. “I’d also like to work to make it easier for Members to take advantage of the Program, and will be soliciting input on how best to do that and on what new Partners and discounts they would like to see us add.”

Heather holds a bachelor’s degree in Economics from Wesleyan University and an MBA in Marketing from the University of Denver. She grew up on a cattle ranch in Colorado.