



HEATHER L. ROONEY

Strategy and Marketing

Heather inspires change, delivers practical guidance, and helps organizations execute their strategy through a special combination of motivation, empowerment and accountability. Immediately, clients recognize that this award-winning firm is in a class by itself.



With an innate ability to forecast future trends, Heather L. Rooney Strategy and Marketing (HLR) is among the most respected providers of marketing and growth strategy in the home care industry. From start-up ventures to multi-state systems, HLR is accustomed to guiding a diverse cadre of organizations in their quest to transcend performance plateaus.

HLR approaches each client engagement with genuine enthusiasm and tenacity. Beyond traditional marketing, the firm focuses on the strategy that moves businesses into unprecedented territory. Recognizing the importance of methods designed to minimize expenditure and maximize return on investment, HLR steers away from “off-the-shelf” marketing training and programs. Because each project is tailored to the specific client, HLR positions organizations to achieve their unique growth objectives with optimal efficiency and effectiveness.

Services tailored to each client:

- Growth Strategy and Strategic Planning
- Marketing Plan Development and Execution
- New Market Penetration and Business Development Strategy
- Brand Strategy and Development
- Niche Marketing
- Training: Sales, Marketing and Executive Leadership
- Sales Coaching
- Collateral Development
- Website and Email Marketing
- Sales/Marketing Recruiting and Training
- Secret Shopping and Competitive Analysis



To discuss how HLR can meet your unique needs, contact Heather directly at 206.355.6278 or HLR@HeatherRooney.com.