

MARNA FRIEDMAN, director/business development

As Director of Business Development, Marna is responsible developing and cultivating the sales and marketing efforts of WOW!, including managing the company's social media marketing campaigns and company blog.

Prior to joining WOW!, Marna worked in the Human Capital and Strategy practice in the Philadelphia office of the accounting and business consulting firm of RSM McGladrey, where she was responsible for providing retention-based recruitment solutions and human resource consulting services to privately held client companies in the Philadelphia area. Marna also spent several years practicing law, specializing in insurance defense litigation.

Marna is an active member of a number of professional organizations, including Business Marketing Association of Atlanta and SHRM-Atlanta. She is an active volunteer with Hands On Atlanta, JF&CS and MUST Ministries. Marna has been a participant in several Habitat for Humanity Blitz builds in her former home state of Pennsylvania.

Marna earned a Bachelor of Business Administration degree in Marketing and a Juris Doctorate degree from Temple University in Philadelphia, PA. In addition, Marna has earned her PHR designation and a Certificate in Human Resource Management.

