



LIGHTNING ELIMINATORS

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JoOnna Silberman, Marketing Coordinator

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Film Production Coordinator turned Marketing Professional in the mid 1980's JoOnna has been a Marketer for over 30 years. After attending, Bard College, The University of Arizona and The New School University she began her career as a production coordinator on feature films, commercials and documentaries enabling her to travel extensively to locations such as Peru, Guatemala, France and Mexico. In addition, to work with corporations such as Arm and Hammer, Penthouse and TV Guide, and organization like the New York City Police Department and the Lincoln Center Honoree's Program. She transitioned into Marketing with her first product launch in 1987, a clothing line for designer Chevas Rolfe. In 1988 JoOnna moved to the island of St. Maarten as the Managing Director for Gastromania N.V., a specialty food purveyor, restaurant and special events company overseeing all operations and marketing and a staff of 18 working with entertainment and food experts from all over the world. Upon the birth of her daughter 5 years later, she moved back the United States and worked as an independent marketing consultant on projects for The Miami Beach Chamber of Commerce; Hospitality Association of Miami Beach, AMEX Hotel Nice Program, the Louisiana Foreign Relations Associations, and American Models and Designers Awards. Proudly, she was also the catalyst in bringing the late great jazz icon Israel Lopez (Cachao) from Cuba for his first U.S. Concert in South Beach, Florida in 1993.

In 1995, JoOnna and her daughter moved to Boulder Colorado where she was introduced to the Data Storage Technology sector and a few years later was quickly immersed in the new industry working with companies including GE Access, Stirling Software, Computer Associates and The Data Globility Initiative as well as non-profits such as the Storage Networking Industry Association in all aspects of Marketing specializing in ideation, high visibility initiatives, industry event design and production, as well as, lead generation initiatives including expertise in website design and development, social media integration and campaign management and strategic marketing. After 15 years and a need for something new JoOnna responded to a posting for a position with a company specializing in Lightning Protection, Lightning Eliminators & Consultants where she has been since June 2011 managing all aspects of their marketing to over 70 countries and throughout the United State.