

## Summary

- Look, feel, and voice: 21 years of communications, marketing, PR, outreach, and event experience
- Senior leader managing a growth-oriented creative team in an agile, all-hands environment
- Passionate, dedicated, and vibrant department head and organizational spokesperson

Communications | Design, editorial, content, layout, and production for print, web, social, and video |  
B2B and B2C marketing strategy and campaigns | Media relations and PR | Advertising | Event management |  
Analytics and ROI | Social media | Speechwriting and testimony | Creative team management | Budgeting

## Experience

**MIND Research Institute**, Irvine, CA

2018 – present

Vice President, Engagement (Marketing, Communications, and PR)

*MIND is a non-profit neuroscience and social impact organization. MIND's flagship software product, ST Math, is a PreK-8 visual game-based instructional program with a patented spatial-temporal approach to deepen conceptual understanding. ST Math is distributed in a SaaS model both B2B (to schools and districts, and corporate donors) and B2C (to homeschool families).*

- Drove ROI-focused communications and marketing efforts contributing to 31% year-over-year revenue growth to \$33.4M.
- Secured 88% conversion rate on marketing-sourced leads; 17% growth across social media channels; and 30% growth in year-over-year website traffic.
- Drove successful go-to-market for two national product launches impacting 1.8 million students at 8,700 schools.
- Led efforts for complete rebranding of MIND's flagship product, ST Math, and associated mascot, including logo design, tradeshow presence, mascot costume, swag giveaways, website, collateral, video, messaging, and more.
- Authored comprehensive internal and external communications plan regarding major product launch to communicate price change, features and benefits, and migration plan to prospects and existing customers.
- Led internal communications including corporate slack channels, creation and maintenance of company intranet, handbooks, and policies. Authored DEI position statement at [mindresearch.org/equity](https://mindresearch.org/equity). Authored crisis communications plans for significant sensitive activities. Planned corporate events and used innovative tools for information sharing across remote teams, including Canva and Soapbox videos.
- Teamed with philanthropic partners, including corporate donors and foundations, to maximize social impact through public awareness campaigns, videos, editorial placements, and web content.
- Led content and social media strategy, growing reach to nearly 70K across channels, more than 1.5 million views on YouTube.
- Overhauled PR strategy, including media pitching, editorial submissions, and print advertising. Brought pitch success rate up from under 10% to 63%. Built strong editorial relationships with leading trade publications, including *District Administration*, *EdSurge*, *EdWeek*, *Tech&Learning*, and *Hechinger Report*. Built print advertising positioning from non-existent to the inside front cover of education's leading publications.
- Drove budgets and logistics for all events, including conferences, tradeshows, education summits, and sales events, managed a team of over 30 field representatives to budget, and authored new standard operating procedure for events.
- Led in-house team of 7 designers, content creators, marketers, and event planners, plus 3 independent consultants and a PR agency, completing over 820 projects annually with an organizational marketing budget of \$2 million.
- Member of senior leadership team and accountable to Board of Directors.

**American National Standards Institute (ANSI), New York, NY**

2007 – 2018

Senior Director, Communications and Public Relations – 2013-2018

Director, Communications and Public Relations – 2009-2012

Communications Manager – 2007-2008

*ANSI is a 100-year-old international non-profit organization dedicated to supporting the U.S. voluntary standards and conformity assessment system.*

- Led in-house creative services team of designers, writers, and event planners to record-breaking performance and output, with over 700 completed projects annually.
- Drove ROI-focused communications and marketing efforts contributing to revenue growth from \$24.6 to \$49 M.
- Provided unified, recognizably “ANSI” B2B and B2C marketing, communications, content, advertising, and PR services to a wide array of product lines and services, servicing departments in both NY and DC.
- Led multi-channel content and email marketing activities and SEO enhancements as well as more traditional print, web, video, and tradeshow collateral.
- Served as primary media contact and PR lead for a major national and international non-profit trade association. Placed ANSI in hundreds of publications and secured print and on-camera interviews for ANSI executives with *The New York Times*, *The Wall Street Journal*, *Wired*, 60 Minutes, Squawk Box, and many more.
- Launched new products, platforms, and services, including program development, partnerships, sponsorships, creative/content development, events, and continued revenue growth for technologies such as additive manufacturing, electric vehicles, cybersecurity, healthcare IT, nanotechnology, energy efficiency, and more.
- Acted daily as an organizational spokesperson, presented at numerous domestic and international industry and trade events, authored hundreds of speeches and presentations for senior leadership.
- Conceived outreach and awareness campaign – Standards Boost Business – to increase executive engagement, resulting in recognition by the U.S. Secretary of Commerce and the International Organization for Standardization.
- Managed World Standards Week, the industry’s premier week-long annual conference: agenda planning, registration, advertising and promotion, sponsorship, black-tie awards program, annual report, and annual business meeting – always under budget. In 2017, 97% of attendees rated the event excellent or very good.
- Led critical policy efforts that ultimately defeated a major challenge involving intellectual property rights that would have been catastrophic for ANSI and the global standardization community.
- Successfully oversaw and executed nearly 1,000 meetings, conferences, tradeshows, dinners, and special events.
- Skillfully balanced requirements and needs of diverse stakeholders, including government agencies, industry, trade associations, non-profits, international NGOs, foundations, consumer groups, and more.

**Kohn Pedersen Fox Associates, New York, NY**

2001 – 2006

Marketing Manager – 2005-2006

Marketing Coordinator – 2001-2005

*KPF is a major international architecture firm known for award-winning and record-breaking supertall building design.*

- Led all new business pursuits, resulting in 15 new commissions in under one year.
- Supervised and managed the activities of a five person team along with the marketing director.
- Redeveloped text and graphic design of proposals, increasing shortlist rate from 20% to 53% in just 9 months.
- Secured the firm's first Business Week/Architectural Record award and two National American Institute of Architects Awards.

## Education

**The Johns Hopkins University, Baltimore, Maryland**

2001

Bachelor of Arts in English, minor in Psychology

Student Employee of the Year, 2001 | Student Excellence Award for Leadership and Service | John Howard Eager Scholar

President, Barnstormers Theatre | Performing Arts Liaison and Secretary, Student Activities Commission