

# DANIELLE DURAN BARON

**MARKETING | ADVOCACY | THOUGHT LEADERSHIP | BUSINESS DEVELOPMENT  
BRANDING | COMMUNICATIONS | DIVERSITY, EQUITY & INCLUSION | TRAINING**

**School Nutrition Association | Arlington, VA |**

**VP, Marketing, Communications & Industry Relations 2020 – present**

Marketing, Communications & Branding	<ul style="list-style-type: none"> <li>- Responsible for the development, integration and implementation of marketing, branding and communications activities related to the strategic direction and positioning of the organization.</li> <li>- Design and lead the execution of communications and omnichannel marketing programs.</li> <li>- Launched the organization's <a href="#">new website</a> and the public awareness campaign "<a href="#">Bring More to the Table</a>" to increase diversity among school nutrition professionals.</li> </ul>
Business Strategy & Revenue Generation	<ul style="list-style-type: none"> <li>- Part of the leadership team tasked with guiding the organization's DEIA (diversity, equity, inclusion &amp; access) efforts.</li> <li>- Lead advertising &amp; sponsorship teams to establish and meet/exceed annual revenue goals.</li> <li>- Identify, research and launch new revenue generating opportunities.</li> <li>- Launched SNA's digital retargeting program in 2021, bringing in a new revenue stream.</li> <li>- Launched digital and print products to expand organization's sponsorship and sales opportunities maximizing revenue while helping industry partners increase brand recognition.</li> </ul>
Management	<ul style="list-style-type: none"> <li>- Responsible for restructuring and expanding the marketing, communications department to include industry relations and sales functions.</li> <li>- Develop and manage a team of 12 marketing, communication and sales professionals and consultants to achieve organizational goals.</li> <li>- Develop and manage marketing, communications and business development budgets.</li> </ul>

**CAATE – Commission on Accreditation for Athletic Training Education | Austin, TX | (virtual)**

**Executive Director 2018 – 2019**

Marketing, Advocacy and Business Strategy	<ul style="list-style-type: none"> <li>- Led the award-winning rebranding of the organization, from concept to research and implementation.</li> <li>- Liaised with partners of the Strategic Alliance for Athletic Training to advocate for and advance the profession in the United States and globally, serving as the organization's spokesperson.</li> <li>- Increased attendance at the annual conference by 30% and sponsorships by 60%.</li> </ul>
Operations	<ul style="list-style-type: none"> <li>- Managed the organization's financial resources and functions in Marketing &amp; Communications, Finance, Administration, IT and HR.</li> <li>- Hired, coached and supervised staff in the areas of operations and accreditation by working on specific professional development plans.</li> <li>- Hired and managed vendors in the areas of marketing, accounting and legal.</li> <li>- Developed and recommended annual budget for Board approval.</li> <li>- Negotiated contracts with partners, vendors and suppliers to operate the business efficiently.</li> </ul>

**ABET – Accreditation Board for Engineering & Technology | Baltimore, MD |**

**Chief Marketing Officer 2016 – 2018; Sr. Director, Global Communications & Marketing, 2014 – 2016;**

**Director, Global Communications & Marketing, 2012-2014**

Marketing, Communications & Branding	<ul style="list-style-type: none"> <li>- As the first CMO in ABET's history and the top marketing and business intelligence strategist, led the organization through a massive <a href="#">rebranding initiative</a>, from concept to implementation, overseeing a multi-year \$2-million project, which included a new <a href="#">website</a> and a complete overhaul of marketing and <a href="#">communications</a> materials.</li> <li>- Provided leadership and management in the development of internal and external marketing and communications strategies involving branding, messaging, public relations and advocacy.</li> <li>- Developed organizational social media strategy and acted as the organization's spokesperson.</li> <li>- Created speeches, blogs, articles, issue briefs and opinion pieces for leadership and the CEO.</li> <li>- Placed articles in various publications, such as the New York Times and WSJ.</li> </ul>
Business Strategy	<ul style="list-style-type: none"> <li>- Led the planning and implementation of corporate crisis management programs and processes to ensure an effective response to unforeseen problems and mitigate risk.</li> <li>- Directed the organization's government relations efforts, liaising with staffers and elected officials, developing and fostering relationships with thinktanks and opinion formers.</li> <li>- Redesigned the organization's flagship event, the <a href="#">ABET Symposium</a> to focus on user experience, effectively attracting an increasingly diverse and international audience. Grew attendance 80% and revenue by 78% using a targeted outreach approach.</li> </ul>
Management	<ul style="list-style-type: none"> <li>- Built an award-winning and multi-talented marketing team responsible for all aspects of branding, communications, graphic and environmental design, <a href="#">events</a> and external relations.</li> <li>- Developed and monitored budget for the department.</li> </ul>

**Global Communities | Silver Spring, MD | Senior Communications Specialist 2010 – 2012**

Marketing, Communications & Branding	<ul style="list-style-type: none"> <li>- Oversaw the organization's rebranding efforts worldwide marking its 60th anniversary.</li> <li>- Developed comprehensive communications and media outreach strategies to advance organizational objectives with donors, funders and corporate partners, in the US and overseas.</li> <li>- Managed all media relations and press events.</li> <li>- Led crisis communications and media training sessions and responses to sensitive issues</li> </ul>
Management	<ul style="list-style-type: none"> <li>- Managed external consultants and communications projects in more than 20 countries.</li> <li>- Secured the extension of a \$6-million contract with Goldman Sachs <i>10,000 Women</i>.</li> <li>- Negotiated and monitored budget for assigned projects.</li> </ul>

**Links Media | Gaithersburg, MD | Communications and Marketing Associate 2009 – 2010**

Marketing & Communications	<ul style="list-style-type: none"> <li>- Provided strategic and communications direction to various clients in the United States and Latin America, mostly in the areas of higher education and public health.</li> <li>- Drafted and implemented a global strategy for crisis communication.</li> </ul>
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**University of Maryland School of Medicine | Baltimore, MD | Communications Specialist 2008 – 2009**

Marketing & Communications	<ul style="list-style-type: none"> <li>- Devised an integrated communications and marketing strategy for the University of Maryland Center for Health Policy and Health Services Research.</li> <li>- Collaborated with community partners and non-governmental organizations to identify, develop and implement a plan to promote health education programs in underserved communities.</li> </ul>
Business Strategy	<ul style="list-style-type: none"> <li>- Launched an advocacy strategy to raise awareness and foster trust in medical research.</li> <li>- Controlled and negotiated budgets for different outreach programs and activities.</li> </ul>

**British Consulate General – UKT&I | Rio de Janeiro, Brazil | Sector Manager, Life Sciences 2004 – 2007**

Marketing & Communications	<ul style="list-style-type: none"> <li>- Developed and implemented a media strategy for the UK Life Sciences Sector in Brazil.</li> <li>- Co-produced a TV series featuring UK expertise in Biotechnology for Brazilian television.</li> <li>- Managed the UK presence in various events and tradeshow in Brazil.</li> <li>- Wrote briefings and speeches for senior government officials, ambassadors and ministers.</li> </ul>
Business Development & Strategy	<ul style="list-style-type: none"> <li>- Formulated and implemented an export development strategy for the UK Life Sciences.</li> <li>- Facilitated negotiations that led to the signature of the first Memorandum of Understanding (MOU) in Healthcare between the UK and Brazil, generating over 20 contract negotiations.</li> </ul>
Management	<ul style="list-style-type: none"> <li>- Led a team of six trade officers nationwide on Healthcare and Biotechnology projects.</li> <li>- Developed, negotiated and monitored the department's national budget.</li> <li>- Organized and led 15 official visits, trade missions and events in three different continents.</li> </ul>

**LANGUAGES**      Fluent in Spanish and Portuguese. Working knowledge of German and French.

**EDUCATION**      Executive M.B.A., Marketing, Ibmec Business School | Rio de Janeiro, Brazil | 2003  
 M.A., Journalism, New York University | New York, NY | 1998  
 B.A., Communications & International Relations, Randolph-Macon Woman's College | Lynchburg, VA | 1994  
 Certified Association Executive (CAE), American Society of Association Executives | Washington, DC | Certified in 2018  
 Diversity Equity & Inclusion in The Workplace Certificate, University of South Florida | Tampa, FL | 2021

**INDUSTRY LEADERSHIP**      American Society of Association Executives | [DELP \(Diversity Executive Leadership Program\) Class 2016 – 2018](#)  
 American Society of Association Executives | Immediate Past Chair, [GR & Advocacy Professionals Advisory Council](#)

**INDUSTRY AWARDS**      PRSA-NE | Award of Merit – Reputation & Brand Management | 2019  
 PRSA-MD | Best in Maryland – Institutional Programs | 2015  
 PRSA-MD | Best in Maryland – Internal Communications | 2015  
 MarCom Awards | Gold Award - Website & Logo | 2015

**INDUSTRY PUBLICATIONS**      (2022) | How the School Nutrition Association Added Creativity to Their Hiring Process | [Sidecar](#)  
 (2022) | Five Things Black & Latina Women Staff Need to Hear from You | [ASAE Associations Now](#)  
 (2022) | Make Inclusive Language a Key Part of Your DEI Efforts | [ASAE Associations Now](#)  
 (2021) | Our Longing for Belonging | [School Nutrition Magazine](#)  
 (2021) | Eight Ways to Create a More Culturally Responsive Organization | [ASAE Associations Now](#)  
 (2021) | Seven Steps to Successful DEI Training | [ASAE Associations Now](#)  
 (2020) | Four Lessons for Today's Aspiring CEOs | [ASAE Associations Now](#)  
 (2020) | Quarantine Lessons: What Associations Can Learn About Connection and Innovation | [ASAE Associations Now](#)  
 (2019) | Busting Myths About Inclusive Leadership | [Association Success](#)  
 (2019) | Turn Your Advocacy Message into Member Action | [ASAE Associations Now](#)  
 (2017) | A Rebranding Strategy to Ensure Future Success | [ASAE Associations Now](#)

**SPEAKING &  
FACILITATING**

(2022) | Getting a Grip on the New World of Work | ASAE 2022 Annual Meeting & Expo  
 (2022) | Doing It Differently—Disrupting Your GR Efforts to Generate ROI | ASAE 2022 Annual Meeting & Expo  
 (2022) | The CAE Credential: What You Need to Know | Association Latinos  
 (2022) | Workforce as a Buyer's Market and the Great DEI Workforce Redesign | Surge Explore Virtual Summit  
 (2022) | Next to Lead Leadership Program, American Institute of Architects | Faculty/ Facilitator  
 (2022) | Step Up & Step Out: Resetting Resilience 2022 | Achieve More LLC  
 (2022) | The CAE Credential: What You Need to Know | Association Latinos  
 (2021) | Advance to the B Suite: A Roadmap to the Board Room | ASAE 2021 Virtual Annual Meeting & Expo  
 (2021) | Navigating Impostor Syndrome | ASAE Young Professional Leadership Development Series  
 (2021) | Advocacy and Beyond: Amplifying the Impact of Association DEI Initiatives | ASAE GRAPAC Webinar Series  
 (2021) | Anti-Racism Book Discussion: "The Undocumented Americans" | Baltimore County Public Library Programs  
 (2021) | Confronting Walls with Bridges | Howard County Community Organizations Active in Disaster  
 (2021) | ¡Adelante! It's Time for More Hispanic, Latino, LatinX Association Leaders | Surge Forward Virtual Summit  
 (2021) | How to Disruption-proof Your Association Advocacy | Sidecar  
 (2021) | Changing the Narrative on Immigration | National Original Alliance, Towson, MD  
 (2021) | Issue Advocacy After COVID-19 | ASAE, MMC Virtual Conference  
 (2021) | Enhancing Leadership Strengths: Practicing Resilience and Resistance | ASAE Online Seminar Series  
 (2020) | Advance to the C-Suite Series | Lead Facilitator  
 (2020) | Lessons from the Trenches: If I Knew Then What I Know Now | ASAE 2020 Virtual Annual Meeting & Expo  
 (2020) | Advocacy Amid Uncertainty | ASAE American Associations Week 2020  
 (2020) | Advocacy, Diversity & Inclusion | ASAE GRAPAC Webinar Series  
 (2020) | Fostering Leadership Skills: Practicing Resilience | ASAE Online Seminar Series  
 (2020) | Maximize Your Advocacy Efforts by Aligning your Policy Positions and PAC Giving | ASAE Webinar  
 (2019) | Develop Five Executive Leadership Traits | ASAE Mindfulness Online Seminar Series  
 (2019) | American Associations Day | Presenter, Advocacy Educational Panel, Washington, DC  
 (2018) | The Lifesaving Properties of a Tech Addiction | Ignite Talk ASAE Annual Meeting & Expo, Chicago, IL  
 (2018) | Blurred Lines: Lessons Associations Can Learn from Corporations | ASAE Great Ideas Conference, Colorado Springs, CO  
 (2017) | Give Them What They Want, Even If They Don't Know What They Want | ASAE MMC Conference, Washington, DC  
 (2015) | On Branding, Partnerships & Social Media | Through The Noise Podcast  
 (2014) | Surviving Liver Cancer | National Coalition for Cancer Survivorship & Eisai Global, Nutley, NJ

**COMMUNITY  
ENGAGEMENT**

Luminus Network for New Americans | Board Member 2020-present, [President 2021-present](#)  
 Fibro Fighters Foundation | Advisor 2020-present  
 Gorman Crossing Elementary School PTA | Fundraising Committee 2022  
 Alianza Latina Workgroup | Co-Chair 2020-2022  
 National Coalition for Cancer Survivorship | Advocate 2014-present