



## **Elizabeth Bailey | *Co-Founder and Principal, 2B Communications***

Elizabeth is a thought leader and marketing professional who has helped hundreds of organizations get from “*Where?*” to “*There!*” in their quest for relevance and results.

Her talks focus on the challenges that associations and nonprofits commonly face and are delivered with passion, honesty and wit. By skillfully combining her knowledge of generational shifts, marketplace trends, technology, the pitfalls that cause organizations to stumble and the cultures that help them soar, Elizabeth inspires audiences and leaves them with concrete ideas to take back to their organizations.

Elizabeth’s insights have been shaped by her real-world experience working with top organizations and businesses to address their toughest issues. Prior to co-founding 2B Communications in 2000, she led marketing for a technology startup and was a principal at Pacific Visions Communications, a marketing and public relations firm with offices in Los Angeles and Washington, DC. She also served as Vice President for Development at the Weingart Center in Los Angeles, one of the nation’s largest health and human-services organizations serving the homeless. She first learned how to take a company from startup to scale as the president of The Pacific Group, a national fundraising consulting firm focused on the health care and higher education markets. Elizabeth launched her career at UC Santa Barbara, developing and managing the university’s direct marketing programs.

Whether facilitating a strategic growth planning process, demonstrating technology solutions or helping a national nonprofit retool its brand, Elizabeth brings energy and fresh insight that helps organizations achieve their goals. She is a graduate of Oregon State University and has lectured at UCLA, USC and numerous other institutions.

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