

Valerie Patmintra Bio

Valerie Patmintra is a communications executive with nearly 20 years experience developing and implementing successful marketing and communications programs for nonprofit organizations and Fortune 500 companies. She is a skilled strategic planner with the ability to deliver creative, integrated programs that achieve strong ROI.

As the Director of Communications for the National Osteoporosis Foundation, Valerie developed and implemented the organization's annual marketing communications strategy to build and strengthen its role and reputation as the leading voice on osteoporosis. By building and maintaining national media relationships and serving as the organization's principal point of contact for media, she secured more than 400 million media impressions for the organization on average annually. She also implemented the organization's *Generations of Strength* awareness campaign and managed the public relations agency of record to secure more than 100 million media impressions for three-month campaign.

Valerie also served as the communications director for NOF's partner agency, the National Bone Health Alliance, and implemented the organization's first national awareness campaign, which resulted in more than 200 million media impressions with placements in top tier media outlets, including *Wall Street Journal*, *Associated Press* and *USA Today*.

Prior to joining NOF, Valerie served as a Senior Account Director for BRG Communications and led teams to develop award-winning national awareness campaigns for corporate and nonprofit clients, including the Home Safety Council, National Center for Healthy Housing, Medtronic and the American Osteopathic Association. She managed proactive and reactive media relations, resulting in feature segments and stories with top-tier media outlets, including *The Today Show*, *Good Housekeeping*, and *USA Today*. Valerie also developed and implemented the public relations and organizational communications strategy for the Home Safety Council's Silver Anvil award-winning Home Safety Month campaign that resulted in 200 million media impressions on average annually.

Valerie also served as a senior consultant with Booz Allen Hamilton and worked on teams supporting Kodak, SAP, and the Consumer Electronics Association while working in account management positions with Burson Marsteller and Weber Shandwick Worldwide. She holds a Bachelor of Science degree in Public Relations from the University of Florida and was a member of the Golden Key National Honor Society.