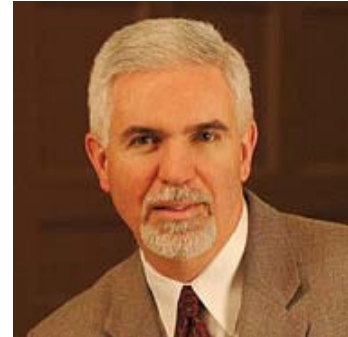




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**Ronald J. Arena**  
Senior Consultant and Leader,  
Strategic Communications Group



Education: University of Massachusetts, Amherst, B.A.  
Temple University  
Stanford University

Residence: Valley Forge, Pennsylvania

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## Professional Experience

Ron joined Marts & Lundy as a senior consultant in 2001, bringing to the firm more than twenty years experience in the nonprofit sector. He is the leader of the firm's Strategic Communications Group. Ron previously served as principal of Arena Communications from 1992-2001. In that role, he provided a wide range of services to a national client base, including strategic communications, fundraising counsel, image building and branding, and case statement writing and video production.

Before starting his own firm, Ron served as a senior consultant with Neal & Associates in York, PA, providing specialized marketing, public relations, and communications services to hospitals and other healthcare organizations. He was associate director of communications for American Baptist Churches USA, Valley Forge, PA, from 1982-1990, supervising a national news service and coordinating media relations and special events. He has authored two books, written for several publications, and held positions as a reporter for two daily newspapers.

Ron served on the Marts & Lundy Board of Directors, 2006-2007. He is active in his local community as a founding member of the Charlestown Citizen's Forum, a non-partisan organization dedicated to educating residents about timely national issues in a balanced fashion. He also serves on the board of Bridge of Hope, a nonprofit whose mission is to end and prevent homelessness for women and children.

## Representative List of Clients Served

American Public Media, MN  
Boston Symphony Orchestra, MA  
California State University-Long Beach  
Colgate University, NY  
Colorado State University  
Columbia University, NY  
Creighton University, NE  
Fox Chase Cancer Center, PA  
Germantown Friends School, PA  
Harvard Divinity School, MA

National Audubon Society, NY  
Rice University, TX  
San Francisco Public Library, CA  
Sierra Club, CA  
Smith College, MA  
St. Paul's School, NH  
Texas A&M University  
University of Hawaii  
Virginia Tech Foundation  
Wake Forest University Medical Center, NC

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