

## **Chris Ragusa, CFRE Biography**

Chris Ragusa is President of Estee Marketing Group, Inc., a long-term provider of services to the Direct Marketing community for over 24 years, and a list broker specializing in direct mail consumer marketing, fundraising and the Hispanic market. Chris is a Certified Fund Raising Executive (CFRE).

Chris serves on the on the DMA Nonprofit Federation's Advisory Council as co-Chair of the Education Committee, and has Co-Chaired the Federation's Leadership Summit and the 2003 Annual Conference in New York City. Chris is a past Chair of the Direct Marketing Association's Directo Council, the DMA's Hispanic Marketing council, and served on its Operating Committee for over nine years. She is a member of the DMA's Non-Profit Federation, National Catholic Development Conference, and The New England Mail Order Association. Chris was awarded the DMA Directo Council's 2004 Hispanic Marketer of the Year Award, and received the 2006 Fundraising Professionals of the Year Award Top Women in Fundraising from FundRaising Success magazine.

She is a frequent speaker at DMA and industry meetings, and has spoken at the Salesian's International Conference for Fundraising Executives which gathered fundraisers from Spain, England, Italy, Latin America, Africa, Canada and others. She has also spoken at various DMA Directo Hispanic Marketing Day conferences, DMA's Non-Profit Federation Conferences and several DMA Annual International Conferences.

During her years with Estee, she has worked with such distinguished mailers as Salesian Missions, Association of Marian Helpers, Kraft Foods, US Fund for UNICEF, CARE, Rodale, American Diabetes Association, Boardroom, Inc., Hispanic Magazine, Bookspan, Time Life, Reader's Digest Association, Columbia House, Microsoft Latin America, Salesian Sisters of Don Bosco, United Way of Westchester, Time Life, International Masters Publishers, Union Rescue Mission, Time, Inc., United Farm Workers, The Christophers, March of Dimes and many others.

Chris specializes in consumer list brokerage, especially fundraising, publishing and the Hispanic Market, and is a full service provider of list brokerage, list management, print and alternate media, and analytical services.