

Jennifer L. Bielat
Assistant Vice President, Direct Marketing
Easter Seals, Inc.

Jennifer Bielat is assistant vice president, direct marketing of Easter Seals, Inc. headquartered in Chicago. She was named to this position in September 2001.

Bielat is responsible for the oversight of a national direct response marketing program generating \$45 million annually through the production of 50 million pieces of direct mail, telemarketing and online direct response initiatives. Through her strategic leadership of the direct response program the organization has grown to a billion dollar enterprise with a brand valued at \$5 billion.

Bielat joined Easter Seals in 1993 as a creative services manager and has held several management and director roles since then. Her career in marketing began in 1987 with The LINC Group, a financial services company dedicated to the financing needs of the healthcare and hospitality industries.

She is an executive leader with a distinguished career. Industry recognition includes 2002 Direct Marketing Association Nonprofit of the Year Award and 2006 *Nonprofit Times* Top Fundraiser of the Year. Ms. Bielat currently serves on two industry boards and chairs the committee for Education and Conference Development for the Direct Marketing Association Nonprofit Federation Advisory Board.

She received degrees in Business Administration and Economics from Graceland University.