

## **Mary M. Arnold**

### **Biography**

Mary Arnold is Director of Marketing for ChildFund International® (formerly named Christian Children's Fund), a 70-year old international NGO working in 31 countries and dedicated helping deprived, excluded and vulnerable children have the capacity to improve their lives and the opportunity to become young adults, parents and leaders who bring lasting and positive change to their communities.

She has been involved in marketing with nonprofit and for-profit organizations for more than 30 years. In addition to working thirteen years with ChildFund, she has worked with top brands such as Robitussin, Chap Stick, Dimetapp, Eskimo Pie, Stihl Outdoor Power Equipment, Virginia Tourism, and Macanudo Cigars.

Mary is a frequent speaker and panelist, presenting on marketing topics including DRTV and CRM.

Mary serves as Chair of the Ethics Committee for the DMANF, as a member of the DMA Ethics Policy Committee, and is immediate past board chair of Ten Thousand Villages, Richmond area. She has served on the board of Richmond Ballet, and was a founding board member for Richmond Chamber Players. In addition, she has done volunteer tutoring in the Richmond Public Schools, and volunteers at the Ten Thousand Villages retail store that sells fair-trade craft and home decorating items.

Mary has a BS in Journalism from West Virginia University and an MBA from University of Richmond where she graduated at the top of her class, taking honors for highest GPA, best independent research project, and voted by peers as the best all-around student based on scholarship and leadership.