

**Steven J. Maggio**  
**President/Chief Creative Officer**  
**DaVinci Direct, Inc.**

Steve Maggio is President/Chief Creative Officer of DaVinci Direct, a full-service agency specializing in integrated media fundraising and marketing. Steve is an industry leader who has provided program strategy, creative direction, copy and design for more than 200 nonprofits and commercial organizations in his 25-year career.

Currently, Steve works with a wide range of nonprofits, from large national organizations, such as the Muscular Dystrophy Association and Disabled American Veterans, to regional hospitals, cancer centers, religious causes, humane societies, animal welfare organizations, food banks, homeless shelters, colleges and universities, providing creative fundraising solutions that significantly increase results.

Steve began his career in general advertising, where he built a foundation of knowledge in branding and print, TV and radio advertising in the high technology, financial and retail sectors. He switched to a fundraising career with Hub Mail Advertising in Boston, working on Easter Seals, United States Olympic Committee and several Humane Societies and Public Television accounts.

Steve then received what he calls his “Fundraising Doctorate” during his 11-year tenure at Epsilon, serving as Senior Creative Director on accounts such as the American Cancer Society, American Diabetes Association, Paralyzed Veterans of America, National Jewish Medical and Research Center, American Red Cross, Save the Children, UNICEF, Mercy Home, Ducks Unlimited, and several Catholic Dioceses and Archdioceses.

Steve’s creative teams have won well over 100 local, national and international awards for creative excellence, such as DMA ECHO and DMAW MAXI Awards, DMFA Package of the Year, and many New England Direct Marketing Association (NEDMA) Awards, including Best of Show. Steve has also published many articles for industry publications and websites.

In 2006, Steve was appointed to the DMA Nonprofit Federation (DMANF) Advisory Council and is involved in that capacity in key issues and decisions affecting the industry. An experienced and engaging speaker on creative and strategy, Steve has made numerous presentations at industry conferences for the DMA, DMFA and NCDC. He is scheduled to speak at DMANF’s Washington, D.C. Conference in January 2010.

Steve is a frequent volunteer for the DMA and NEDMA and has recently been appointed to serve on the Advertising Program Advisory Board for the New England Institute of Art.

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