

CHRISTENE JENNINGS

Christene has used her drive for collaboration and efficient processes to help grow U.S.-based Marketing for Change from a small startup to a full-service behavior change marketing firm. As Chief Operating Officer, she is laser-focused on driving measurable social change for clients that do good for the world. Previously, as Marketing for Change's director of behavior change marketing, Christene designed environmental, safety, public health and end-of-life behavior change campaigns. Known for cultivating effective partnerships, Christene has been tapped to lead two national Blue Ribbon Panels, which brought together disparate groups to bring attention to and develop solutions for emerging traffic safety challenges. Prior to joining Marketing for Change, Christene spent nearly a decade in traffic safety, developing social marketing-based solutions that moved away from the crowded risk-messaging market and focused instead on reinforcing positive norms. In her role on the iSMA Board, Christene applies her passion for mentorship to help iSMA develop more robust professional development and educational exchange offerings for social marketers around the world.

MARKETING FOR CHANGE, ALEXANDRIA, VA, USA

Chief Operating Officer + Principal

Oversees the agency's day-to-day operations, as well as administrative and strategy departments. Manages personnel and human resources responsibilities and serves as co-chief client officer, ensuring measurable social changes for clients that do good for the world. As the chief culture keeper, champions the agency's evolution as a deliberately developmental organization.

VP, Director of Behavior Change Marketing

Director of social marketing division, overseeing projects and outreach efforts for national behavior-change campaigns. Has worked in traffic safety, distracted driving, environmental protection of source water, climate change, end-of-life, improving parent/teen communication and healthy sexuality. Clients include the Centers for Disease Control and Prevention, the American Academy of Pediatrics, Safe Kids Worldwide, and U.S. Environmental Protection Agency. Managed collaborative efforts and offered strategic planning for government and corporate clients. Helped deliver social marketing trainings for non-profit and government agencies.

AUTOMOTIVE COALITION FOR TRAFFIC SAFETY, ARLINGTON, VA, USA

Director of Programs

Top deputy for nonprofit organization funded by the automotive industry that educates the public and policymakers about traffic safety issues, developing educational programs, overseeing research and organizing symposia on a variety of highway safety topics. Managed all educational and outreach programs on safety issues such as air bags, seat belts and child passenger safety. Led the conception, management and execution of a social marketing tween traffic safety initiative. Managed and moderated joint technical industry meetings. Built coalitions with government and national safety organizations to coordinate special events and national safety conferences. Composed

news releases and statements on auto safety issues. Conducted presentations and represented the organization at meetings and large conferences on safety technology issues.

EDUCATION

B.S., Education – Salisbury University, Maryland, USA

AFFILIATIONS

International Social Marketing Association Board Member November 2018 – present
Professional Development Workgroup Chair & Webinar Manager

PUBLICATIONS

Plourde C, Cook L, Mitchell P, Jennings C. Talk to the Fifth Guy: A Lesson in Social Marketing. *Cases in Public Health Communication & Marketing*. 2008; 2:39-54.
Available from: www.casesjournal.org/volume2.