

Dominique has thrived in the field of marketing and communications for over 16 years. Her professional journey began as a graphic designer, and then art director, for a prominent book publishing company where she honed her design skills and storytelling capabilities.

Dominique's career took a dynamic turn as she ventured into web design and, subsequently, marketing and sales. She's worked in industries from business consulting and healthcare to association management. A significant milestone in Dominique's career was the swift promotion from Director to Vice President of Marketing & Sales at a well-known association management company.

Dominique has orchestrated numerous notable marketing campaigns increasing sales and non-dues revenue for clients. She's had the privilege of leading teams of various sizes, encompassing sales, marketing, membership, events and design staff. She's built departments from the ground up, harnessing diverse marketing technologies and fostering efficient and effective operations.

Her vast knowledge spans data analytics, project management, and the strategic assembly of comprehensive marketing technology stacks aimed at achieving business objectives related to member acquisitions, product marketing, brand management, communications and sales. To remain competitive, Dominique actively engages in conferences, workshops and panel discussions.

"A good leader produces more leaders, not followers," is the ethos that has driven her commitment to fostering growth and leadership in others.