

2020 SMANA Board Members



[President - Emily Patterson](#)

Emily is the founder of [Bee Measure](#), an agency that helps nonprofits use data to create more effective websites and digital campaigns. She started the company in 2016 by drawing on a decade of experience in the nonprofit communications space, including positions at Public Broadcasting Service and Better Business Bureau headquarters. Emily believes that data can help organizations of all sizes work smarter and do more with limited budgets. When she's not getting nerdy at work, Emily enjoys the outdoors, reading and sampling Charlottesville, Va's many breweries. Emily is also a PMI-certified Project Management Professional.



[Vice President/President-Elect - Tina Robinette](#)

Tina is the Managing Editor of Social Marketing Quarterly (SMQ) and a communications specialist on FHI 360's Social Marketing and Communication team. She is passionate about effecting meaningful and lasting change in people's lives, particularly those affected by harmful social norms and gender discrimination. Her background also consists of nonprofit communication and development and corporate communication, including strategy, brand development, public relations, graphic design, web management, and community engagement. Tina holds a bachelor's degree in sociology from UCLA and a master's degree in communication from Johns Hopkins University, where she focused on social marketing, behavior change theory, and health communication. Outside of work and SMANA, she loves international travel, camping, and crafting.



[Treasurer - Kelley Dennings](#)

Kelley started her social and behavior change career working for local and state government. She then worked for multiple environmental nonprofits focused on recycling, forest conservation and consumption before working for an internationally known social marketing agency. Kelley currently works at the Center for Biological Diversity leading the Center's work to address the connection between human population growth and overconsumption. She has conducted social marketing, social media, public relations, and traditional advertising projects throughout her 20-year career. She holds a bachelor's degree in natural resources from N.C. State and a master's degree in public health from the University of South Florida. Kelley's case studies have been published or presented in Resource Recycling, Social Marketing Quarterly, The Handbook of Persuasion and Social Marketing and at various state and national conferences.



[Secretary - Anthony \(Tony\) Panzera](#)

Tony has 17 years of experience working in research settings, from bench science to human subjects research. In public health, he has worked in the areas of obesity prevention, nutrition, asthma self-management, maternal and child health, and social marketing. He has spent significant time listening to participant experiences in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) as a researcher and Federal employee, and worked in the private sector on health policy during the time of the Affordable Care Act. Tony received his PhD in Public Health from the University of South Florida, a Master of Public Health from Brown University, and a Bachelor of Science in Biology & Society from Cornell University.



[Amy Cabaniss](#)

Amy is a long-time environmental educator and communicator, having dedicated 30 years to fostering environmentally-responsible behavior. A part-time lecturer at Southern Connecticut State University in the College of Business, MBA Program, Amy teaches Business Ecology and Sustainability, and The Research Project. She also serves as Outreach Coordinator for the Office of Sustainability at the University of Rhode Island. Amy has a PhD in Environmental Studies with applied research in conservation psychology and community-based social marketing, an MBA in Management and Organization, and a Professional Certificate in Graphic Arts. She is Editor of the *Handbook on Household Hazardous Waste* (2008; 2018), and has been an active member and board member of the North American Hazardous Materials Management Association (NAHMMA), including serving as NAHMMA Northeast Chapter President.



[Brian Biroscak](#)

Brian Biroscak is Senior Research Scientist in the Weitzman Institute at Community Health Center, Inc. (Middletown, Connecticut, USA). His line of research is focused by a social justice perspective with emphasis on violence and injury prevention. He has a strong research interest in system dynamics modeling, which utilizes 'feedback' insights and computer simulation to hypothesize, test, and refine explanations of systems change. His background in social marketing is particularly valuable for prevention efforts. As Evaluation Lead for the CDC-funded Florida Prevention Research Center at the University of South Florida, he works to increase the research and evaluation capacity of their staff and students. Concurrently, he seeks to do the same as Senior Research Scientist for the Weitzman Institute.



[Catalina Garcia](#)

Catalina is currently the AB InBev Global Director of External Affairs and Social Marketing, with a track record of achievements in multinational companies in the consumer goods, mining, technology, petrochemical industries and PR & Communications consultancy in different countries and in country, region and global roles. She leads the development and implementation, across 5 regions (Africa, Asia, Europe, Latin America, and North America), of one of the AB InBev's sustainability pillars (Healthier World) designed to influence social norms and individual behaviors towards Smart Drinking, to reduce harmful use of alcohol, and thus help deliver the company's Dream: Bringing People Together for a Better World. In addition, she represents AB InBev in the Together for Safer Roads (TSR) road safety private sector global coalition. She was selected as a member of "Stars" in 2015, an exclusive circle of 100 international "Leaders of the Next Generation" from business, but also from science, politics, culture, NGOs and the media. She is a co-author of "How business can drive inclusive growth and development", a report published by the Harvard Kennedy School. She is a winner of the Top Women in PR Awards from 2017. Catalina is an Industrial Engineer from Javeriana University Colombia and lives in New York City.



[Dulce Espelosi](#)

Dulce is the Spanish-language senior trainer for “Campaigning for Conservation” at Rare, which is a 10-day social marketing workshop for conservation solutions adoption across a spectrum of geographies and threats. Dulce has been working in the conservation area for 14 years, with nine years at Rare, managing Spanish and English online and offline innovative communications for teaching and strengthening skills. She has created four online trainings focused on research and audience behavior techniques, three conservation themes motions, and a skills transference toolkit for training techniques. Dulce enjoys working with people in communities and teaching them effective social marketing concepts and technologies that benefit them and make an impact in greater social well-being.



[Kristin Jones](#)

Kristin is a public health and marketing professional with 10 years experience promoting health in Barbados and across the Caribbean region. She blends her unique perspectives by applying marketing skills to social change initiatives. Kristin is dedicated to leveraging partnerships to improve health, and has collaborated on health promotion and advocacy projects which engage NGOs, academia and the private and public sector. Her most recent projects include diabetes, cardiovascular health, workplace wellness and childhood obesity. She has also conceptualized and executed innovative campaigns for international health brands. She graduated from the London School of Hygiene and Tropical Medicine with a Master of Science in Public Health and holds a Bachelors in Biology with Microbiology from the University of the West Indies. She loves to travel and spends her free time enjoying the outdoors with her family or reading.



[Lani Steffens](#)

Lani is a Senior Public Health Analyst with the Fairfax County Healthy Department Office of Innovation. In this position, she explores innovative practices that help the department align with the Public Health 3.0 model and work towards addressing social determinants of health. She is currently designing a youth program in partnership with the school system and county agencies. Previously, she was the Director of Public Health Research at a social science research firm that often worked on public health communications projects, such as patient-provider communication, attitudes about tobacco cessation with the LGBTQ communities, and using active transportation. Before working in research, she had worked to address the well-being of resettled refugees, improve mental health and general health promotion with college students, and address issues related to diversity and inclusion within medicine. Lani has a Master of Arts in Health Psychology and a Master of Public Health in Global Health Practice. She holds a graduate certificate in Social Marketing for Public Health and is Certified in Public Health.



[Nancy Lee](#), PNSMA representative

Nancy Lee has more than 30 years of professional marketing experience, with special expertise in Social Marketing, Marketing in the Public Sector, Marketing Research and Strategic Marketing Planning. She received her MBA with a major in marketing from the University of Puget Sound, and her Bachelor of Science in Education from the University of Illinois. Nancy has held numerous corporate marketing positions including Vice President and Director of Marketing for Rainier Bank, and Director of Marketing for Children's Hospital and Regional Medical Center in Seattle. She has been active in the American Marketing Association, having served as a board member for more than 15 years and President of the state's largest chapter, and is founder and Board Member of the Pacific Northwest Social Marketing Association.



[Sandra Paredes](#), Past President

Sandra Paredes is a health communications specialist at Westat. As a researcher and mission-driven problem solver, she designs solutions for high-profile and complex problems fueled by a deep belief that health and well-being are a basic human right. Sandra works with Federal health agencies to develop health communications campaigns using social marketing and design thinking. As a native Spanish speaker, she develops Spanish-language health education materials. Sandra graduated from Cornell University with a bachelor's in psychology and minor in Spanish literature and holds a master's degree in communication from Johns Hopkins University with a concentration in health communication.



[Tracey Haldeman](#), Fundraising Committee Chair

Tracey wanted to make a difference in the world. Her role as President and owner of Pinnacle Communications has allowed her to do just that. She has been a practitioner in the field of social marketing, brand development, advertising and communication for 28 years. Tracey has a deep understanding of designing and implementing strategies for campaign success. Her most recent projects include smoking cessation and prevention, reduction of infant mortality, diabetes prevention and control, binge drinking prevention, opioid misuse and abuse prevention, and environmental protection and sustainability. In 2009 she contributed to Social Marketing Quarterly with her article "Implementing a Community-Based Social Marketing Program to Increase Recycling". Tracey holds a master's degree in Communication, Culture & Technology from Georgetown University and lives in Baldwin, MD with her husband Brian, three daughters, and six goldfish (who have now expanded to live in an outside pond).