



**Nancy Schmidt** | *Principal/Research and Strategy*  
*2B Communications*

Nancy's work has helped to shape attitudes, change behaviors and inspire people to take action.

Audiences appreciate Nancy's ability to bring research findings to life in interesting and meaningful ways. She is known for her Generations X, Y and Z expertise and her ability to surface information that helps advance organizations on multiple strategic fronts including: membership marketing and engagement, product and service offerings, public awareness and strategic partnerships.

After receiving her undergraduate degree in linguistics and anthropology from Stanford University and an MBA from UCLA, Nancy has spent the past 30 years working with leading corporations, nonprofits and associations. Among other assignments, she has recently overseen the development and implementation of an award-winning statewide, school-based parent engagement program on behalf of the Hewlett Foundation and the California State PTA.

Her career began at Bright & Associates, a national corporate identity and communications firm, where she was responsible for managing comprehensive identity, packaging and communications programs for clients such as Marriott, National Car Rental, Holland America Cruises, Princess Cruises and the Olympic Games. Prior to joining 2B, she was a partner in two successful research and marketing strategy firms.

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