

Wendy Hagen is a Washington, DC-based branding and communications strategist with extensive experience leading brand development, integrated communications, and advertising campaigns for government agencies, nonprofit organizations, corporations, and trade associations.

Wendy's experience includes positioning, naming, corporate identity creation, and message development for a diverse group of organizations, including the American Medical Association, Endocrine Society, American Petroleum Institute, National 4-H Council, US Consumer Product Safety Commission, and University of Chicago Booth School of Business.

Previously, Wendy was a partner with global public relations firm Porter Novelli; Executive Vice President and Chief Marketing Officer with Arnold Worldwide; and Director of Creative Resources for Lockheed Martin, where she directed the corporate branding and global advertising program. From 2001 to 2011, Wendy served as a member of the Board of Trustees of the Robert Wood Johnson Foundation. She is currently a member of the Board of Directors of the Woolly Mammoth Theatre Company, where she chairs the marketing committee and branding task force.