

# **Erin Straza**

*CEO, MBA, Author*

A sought-after Chief Donor Engagement Strategist, Erin assists nonprofit clients in making their missions irresistible to donors. Her approach to core messaging and relationship building produces the stability necessary for organizational growth. For more than two decades now, Erin has consulted with nonprofit clients from across the country that serve constituencies around the world.

Erin earned degrees in marketing and business administration at Illinois State University, which launched her career in corporate marketing (GROWMARK). She returned to Illinois State for graduate work in consumer behavior and communications. Upon earning an MBA, Erin was invited to teach undergraduate marketing and communications courses. The following year Erin accepted a full-time teaching position with Illinois Wesleyan University. Academia opened opportunities for client consultation, which has been Erin's primary path ever since.

A published author, conference speaker, former podcast host, and avid reader, Erin thrives on thoughtful conversations, deep connections, and exploring new places (especially specialty coffeeshops).