



Michele Bisceglie

Chief Strategy Officer

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Michele Bisceglie is the Chief Strategy Officer for Hellerman Communications, an award-winning corporate communications agency that positions professionals to win business.

An exceptional communicator and skilled strategist able to adapt to diverse and challenging environments, Michele has more than 20 years of experience guiding successful business development and marketing campaigns for both nonprofit and for-profit organizations including Boy Scouts of America, McKenna Long & Aldridge (now Dentons), Nixon Peabody LLP, ClubCorp, SchenkelShultz Architecture, Leadership Louisville Center, and Convergent Nonprofit Solutions.

Most recently, as a consultant for Convergent, a national firm specializing in fundraising for nonprofits, Michele led the development and execution of fundraising efforts for a multi-million dollar museum revitalization project for Jekyll Island Foundation; operating, capital, and endowment activities for Savannah College of Art & Design; a feasibility study focused on the potential construction of a \$10 million facility for International Motor Racing Research Center; and a feasibility study focused on the potential deployment of a five-year \$15 million strategic plan for World Pulse, an international grassroots social network for women.

As Director of Strategic Initiatives for Boy Scouts of America's National Capital Area Council, Michele led both the fundraising and marketing departments and was a key member of the council's strategic planning and crisis communications teams. She was instrumental in the tactical deployment of the council's \$16 million capital campaign to retire debt and improve facilities for two outdoor youth adventure camps, while leading successful efforts to raise significant operating and endowment funding. For McKenna Long & Aldridge (now Dentons), Michele's responsibilities as Firmwide Marketing Manager included developing and monitoring client, office, and attorney-specific marketing budgets, business development efforts, and brand campaigns. She also organized and executed 11 client development events in seven months for offices in Atlanta, San Diego, New York, and Washington, DC, and served as an advisor to Advising Women Executives, a forum of 400+ women executives from top government contracting and technology companies, community organizations, and government agencies. During her time with Nixon Peabody's Institute for Professional & Executive Development, Michele designed and executed successful marketing and sponsorship efforts for 27 nationwide educational conferences on industry-focused topics such as affordable housing, real estate, tax credits, renewable energy, intellectual property, and higher education.

Michele has a Yellow Belt in Legal Lean Sigma® and Project Management from Legal Lean Sigma Institute; is an alumna of Georgetown University's Executive Nonprofit Management Certificate Program and Indianapolis' Stanley K. Lacy Executive Leadership Series®; and holds a Bachelor of Arts degree in Communication (Journalism) from Purdue University.

Positioning Professionals

Hellerman Communications is an award-winning corporate communications agency specializing in positioning professionals to win business. With expertise in strategic marketing & content development, crisis & litigation communications, and social influencer & stakeholder relations, we help the world's most elite professionals and their firms build and protect their most lucrative relationships.

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