



Danielle Duran Baron, MA, MBA, CAE

Danielle Duran Baron is the founder of Insightful Concepts, a strategic consultancy working with organizations to advance their missions, motivate their teams and engage with their stakeholders through storytelling, open communication, empathy and inclusion.

For more than two decades, Danielle has worked in marketing and communications – in the private, public and nonprofit sectors. As a brand and strategy expert, she helps organizations find their ideal positioning and authentic voice, connecting them to their audiences. Her expertise lies in strategy, branding, marketing, experience design and diversity, equity & inclusion.

Danielle holds a master's degree in journalism and an MBA in marketing and is fluent in Spanish and Portuguese. A member of ASAE, Danielle is the Vice-Chair of ASAE Government Relations and Advocacy Professionals Advisory Council, a Diversity Executive Leadership Program (DELP) Scholar and Certified Association Executive (CAE). When not working or volunteering, you will find her cheering on her sons at soccer games, where she is the loudest mother on the sidelines.