



### **Biography for Deborah Kelly**

- Principal, Creative Marketing Strategies. Founded in 1996. Core products: Market Research and Marketing/Communications Plans
- Associated with The Allegheny Marketing Group since 1995
- Owner of the former Interview Services Employment Agency
- 20 years experience in market research and planning for a variety of organizations
- Expertise in high-tech, education, and health care
- Skilled in research methodology, data analysis, and strategic planning
- Master of Public Management, Carnegie Mellon University, highest distinction
- Bachelor of Science, School of Health Professions, University of Pittsburgh, Magna Cum Laude
- United States Air Force, Dental Hygienist at Travis AFB, Honorable Discharge
- Taught marketing at the University of Pittsburgh
- Guest Speaker: Small Business Development Centers of University of Pittsburgh and St. Vincent College, Carnegie Business Library's Lunchtime Business Series

#### **Partial Client List**

Aethon, MAR Systems, Carnegie Learning, JumpStart of Cleveland, The Technology Collaborative, Pittsburgh Technology Council, Laughlin Center, Probotics, SEEC, Northern Health Solutions, Network for Instructional TV, Cosgrove Communications, Carnegie Mellon University: School of Computer Science, Language Technologies Institute, and University

Advancement, Carnegie Museums of Pittsburgh, University of Pittsburgh, Columbia Gas, West Mifflin Area School District.

**Volunteer Work**

- Carnegie Mellon University: Capital Campaign Committee 2008-present. Andrew Carnegie Society Board of Director, 1998-2008. President 2004-06; Scholars Chair 2002-04; Marketing Chair 1998-2002. Designed and implemented programs to increase undergraduate awareness of fundraising. Coordinated production of a video of Dr. Herbert Simon, Nobel Laureate, proceeds used for student scholarships. Conducted market research on CMU donors. Alumni Association Board, Ex-Officio Member, 2006-08, instructed volunteers on fundraising. Board of Trustees, Ex-Officio Member, 2004-06, Education Committee.
- Calvary Episcopal Church: Women's Steering Committee, 2002 to present. Coordinator 2008-present. Committee Chair, 1999 to 2004 to plan and execute the major fundraising event. Parish Council Member, 2006-present.