

*Kelly O'Brien is the President and Founder of Ideaction Corps, a full service social change agency. Ideaction Corps works exclusively with clients who seek to make a social impact. From large-scale, high-level campaigns to the brass tacks strategy and tools needed to get there, Ideaction mobilizes the collective teams of talent needed to make a difference. Ideaction Corps is a certified B Corp and a legal Benefit Corporation entity in the State of Illinois.*

*Kelly has more than twenty-five years experience creating social change. She has a unique combination of organizational development, program implementation, fundraising, branding, marketing, media relations and partnership building that brings big-picture, strategic thinking to any project. She has a solid record of raising the profile and impact for many organizations, including leading the external relations team at United Way of Metropolitan Chicago (UWMC) where she directed corporate partnership development, brand management and media relations. The architect of the UWMC's "LIVE UNITED 2020" campaign, Kelly spearheaded the effort to reposition the organization around Education, Income and Health. Through creative external partnerships that reached new audiences, aggressive media relations, strategic advertising and new digital engagement, UWMC's positioning in the community experienced a major shift and opened new opportunities for donor cultivation, including a \$1 million investment in UWMC's education initiative from a major national corporation.*

*Kelly has served in leadership positions in the public, nonprofit and private sector, including public health advisor to Senator Richard Durbin, Senior Legislative Aide to Congressman Jerry Kleczka, Director of Government Affairs for Partnership for Prevention, Associate Executive Director for the American Public Health Association, Congressional Liaison for the Director of the Centers for Disease Control and Prevention, Vice President at Wilhelm & Conlon Public Strategies, Executive Director of Girls on the Run Chicago, VP of Corporate Partnerships and Marketing at United Way of Metro Chicago.*

*Her current volunteer engagements include the Chicago Cares Board of Directors, the Chicago Sea Scouts (Annual Benefit Committee Chair), and Smarty Pants Yoga (Advisory Board). She is a member of Conscious Capitalism, the Social Enterprise Alliance, Chicago Women in Philanthropy, Chicago Women in Action, the Association of Consultants to Nonprofits, and about two-dozen other groups and associations that provide ample opportunity for enlightening conversation.*

*Ultimately, all of her work is about helping people and organizations find their purpose and progress toward their vision.*

*Kelly has a Masters in Public Administration (Policy Analysis) from the George Washington University School of Business and a B.A. from St. Mary's College at Notre Dame in History and Government.*

*She's also an avid athlete and adventure seeker. Kelly has completed more than one hundred running and triathlon events including Ironman Wisconsin. She's a certified scuba diver, a graduate of surfing camp and adventure racing camp, and trains each summer with Chicago Endurance Sports. This year, her goal is to complete 20 half-marathons, nine of them in the U.S. States she has yet to visit.*

*Kelly votes.*

[www.kellymobrien.com](http://www.kellymobrien.com)  
[www.ideactioncorps.com](http://www.ideactioncorps.com)

