

# JOEL DIAZ

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## EDUCATION

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*The Ohio State University*

*June 2009 – March 2010*

**Max M. Fisher College of Business: MBA Candidate**

*The Ohio State University*

*June 2004*

**Max M. Fisher College of Business: Bachelor of Science in Business Administration**

**Major: International Business      Minor: College of Humanities: Latina/o Studies**

## DEVELOPMENT & MARKETING/COMMUNICATIONS WORK EXPERIENCE

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### ***Equitas Health***

*Prizm – President*

*(concurrent appointment)*

*August 2017 – Present*

- Create, communicate and implement Prizm’s vision, mission, and overall direction.
- Formulate and implement a strategic plan that guides the direction of the business.
- Oversee Prizm’s operations.
- Evaluate and monitor Prizm’s revenues and expenses to maximize profitability.
- Maintain an awareness of the competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards.

*Chief Marketing & Community Affairs Officer*

*January 2015 – Present*

- Provide overall leadership, direction, coordination and vision for all marketing and communication efforts
- Evaluate, motivate, retain, recruit and manage a team of marketing, communications and design professionals
- Create, plan and implement an integrated marketing/communications plans with a focus on brand integration and audience segmentation
- Oversee and ensure timely and effective communication with stakeholders through a mix of mechanisms and distribution channels, including electronic, print publications, and social media
- Oversee the development of agency collateral materials including brochures, flyers, posters, annual reports, and other marketing/promotional materials
- Ensure Equitas Health’s message is distributed across multiple channels and to targeted audiences in order to increase organizational brand presence and awareness
- Plan, direct and coordinate marketing budgets in accordance to organizational goals working to secure media sponsorships and in-kind donations of services
- Serve as the senior liaison to media, government officials/entities and community leaders
- Manage the organization’s community sponsorship initiatives and strategy

*Chief Development Officer*

*November 2011 – December 2014*

- Provided overall leadership, direction, coordination and vision for all fundraising and marketing with an emphasis on increasing individual and corporate philanthropy in the Columbus region
- Managed a fundraising portfolio of \$2.6 million of unrestricted funds from major gifts, sustaining donor programs, special events and capital campaigns

- Oversaw planning, management and implementation of fundraising events with annual revenues of over \$1.2 million
- Managed a team of development and marketing professionals with appropriate donor, event and solicitation skills and experiences
- Planned and implemented a systematic, integrated donor marketing, communications and fundraising plan which included coordinating the Agency's rebranding and successful launch of a new website
- Oversaw communication with stakeholders through a mix of mechanisms and distribution channels, including web, print publications, and social media

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### *Columbus Major Gifts Officer*

*June 2011 – November 2011*

- Managed relationships with prospective individual and corporate/foundation donors including identifying, qualifying, cultivating, soliciting and stewarding donors
- Worked collaboratively with and in support of volunteers and other development staff to solicit donors for agency-wide priorities
- Monitored all prospect contacts to ensure positive and purposeful prospect and donor relations
- Recommended and assisted with programming involving the President/CEO, Chief Operations Officer, and volunteer leaders
- Oversaw planning and implementation of special events to cultivate relationships, awareness, and income goals

### *Wexner Center for the Arts*

*May 2006 – July 2010*

#### *Marketing & Community Engagement Manager*

- Developed, as senior member of marketing team, comprehensive marketing strategy for the Wexner Center with special focus upon an integrated marketing and communications plan for campus and community engagement
- Responsible for planning, organizing, and executing marketing, communication, and outreach programs and large-scale special events to achieve broad support within the Ohio State University campus and off-campus community, attained ticket sales and revenue goals
- Led and executed multi-tier marketing campaigns, including direct mail, advertising, social media, online promotions, market segmentation, and targeted outreach efforts
- Acted as a liaison to community leaders and civic organizations as well as the Ohio State community and potential donors
- Assessed and supervised media placement for print, radio, television and electronic advertising, budget of \$300K; developed and monitored budgets for marketing and outreach activities
- Oversaw the production of collateral materials, advertising and promotional materials

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## COMMUNITY LEADERSHIP & AWARDS

- Ohio Latino Health Network - Board of Director (Chair, 2013 – Present)
- Friends of the Community Relations Commission – Board of Director (Chair – 2014, 2013 – 2015)
- Columbus Community Relations Commission (2012 – 2015)

- Distinguished Hispanic Ohioan Award (2011)
- Art for Life Co-Chair (2010)
- Human Rights Campaign Columbus Gala Co-Chair (2009)
- Leadership Columbus – Class of 2009
- United Way of Central Ohio Pride Leadership Cycle 1 Graduate (2009)
- Hispanic Chamber of Columbus – Board of Director (2008 - 2010)
- Columbus AIDS Task Force – Board of Director/Chair-Elect 2010 (2008 – 2011)
- City of Columbus Mayor’s Young Professionals Commission (2007 –2009)