

lauren norton welsh

LAUREN NORTON WELSH serves as Vice President of Marketing and Communications for The Community Foundation. In this role she is responsible for developing and managing all aspects of marketing for the organization to continue building upon relationships with donors, nonprofit organizations, community leaders, professional advisors and the broader community throughout the 23-county region. This includes managing The Community Foundation's brand as well as managing internal and external communications to make sure the Foundation's story is told effectively and consistently.

Lauren most recently served as Vice President of WordOne, an Atlanta marketing and communications firm focused solely on the nonprofit and foundation sector. There she worked with clients on brand development, online communications, verbal and visual identity and strategic marketing plans. Clients included the National Education Association, the Atlanta Symphony Orchestra, the BellSouth Foundation and the Georgia Campaign for Adolescent Pregnancy Prevention.

Lauren previously worked with The Headline Group, a full-service public relations agency in Atlanta, providing clients with media relations, collateral development, crisis management and community relations. While there she also created and implemented a company-wide volunteer program. As a former high school English teacher Lauren designed an interdisciplinary course on American Studies for tenth and eleventh grade students incorporating both American literature and American history. She also managed and coached the girls' tennis team leading them to state championships two years in a row.

Lauren was a Hull Fellow with the Southeastern Council of Foundations in 2008 and was among the initial graduating class of the Georgia Center for Nonprofit's Executive Leadership Program for Nonprofit Organizations in 2007. Lauren graduated from the University of Richmond and later earned a Master's in Education from the University of Virginia. She volunteers with the Atlanta Young Singers of Callanwolde, the Atlanta Humane Society and the Candler Park Neighborhood Organization. She lives in Candler Park with her husband, Jared, a law student at Emory University.