

Donna Nogay

Vice President, Marketing, Creative Services, and Web Operations

Donna Nogay is the Vice President of Marketing, Creative Services, and Web Operations at the American Academy of PAs (AAPA). She oversees marketing initiatives, creative strategies and development, as well as the AAPA website. Under her leadership, her team creates and delivers new strategies and tactics to drive revenue by growing existing products and services, revenue diversification, and engaging members through strong programs, value propositions and messaging. While at AAPA, she has implemented new requirements in support of data collection and analysis to fuel data-driven, omni-channel, marketing and communications campaigns, providing greater campaign efficiencies and ROI. Her focus has also been on ensuring a strong customer experience through the use of relevant content and enhanced channel performance. Her team has been awarded the prestigious ASAE Gold Circle Award for innovative and outstanding marketing efforts for three initiatives in the last two years.

Donna has more than 30 years of marketing and leadership experience. As an independent marketing consultant, she provided strong leadership and expertise to clients to position them for profitability and success. She also served as the Chief Operating Officer of Uness, LLC, where she managed financial and resource investment for newly created companies. Prior to this position, Donna developed, directed, and managed the profit and loss of a marketing and communications consulting firm, growing revenue more than 500% and providing marketing communications expertise to over 100 projects annually. This firm was purchased by a global management consulting firm, where Donna directed the marketing and communications practice servicing Fortune 1000 companies.

Donna began her career at J. Walter Thompson, providing media planning and buying expertise for large corporations throughout the U.S. She also served as the Director of Advertising for a retail corporation with more than 260 stores nationwide.