

# Ketayoun Darvich-Kodjouri, Principal



Born in Iran but raised in small-town Ohio, Ketayoun learned early on that a well-chosen word could bridge just about any misunderstanding.

She's been a communications maven ever since.

Ketayoun brings to Springboard Partners a 20-year track record of crafting communications and advocacy campaigns for the public good. This includes advising non-profits, foundations and governments everywhere from Abuja to Albuquerque.

Whether it's placing an op-ed in the *Washington Post* for D.C. advocates seeking to reform special education laws or leading a communications training for Kenyan women trying to reshape national AIDS policies, Ketayoun tackles each communications challenge guided by a simple set of questions: What are you trying to do? Who do you need to convince? Who or what would convince them? And what is standing in your way? These simple questions, coupled with some tactical know how, can lead to impressive results.

Previously, as a consultant at a leading PR firm, Ketayoun was a senior advisor for U.S. foundations including the Ford, NoVo and Packard Foundations. Her work helped advance communications on topics from affordable housing to international family planning to ending violence against women. Some of her favorite experiences were building the communications skills of these foundations' grantees – and catching up on local newspaper headlines – in states including Arkansas, Colorado, Kansas, Louisiana, Michigan, New Mexico, New York, Ohio, Oregon and Washington.

Whether as a consultant or in-house communications director, Ketayoun's also been a roll-up-her-sleeves gal at nonprofits who needed help on everything from writing annual reports to building websites to running Google hangouts. Over her career, she's worked with many wonderful organizations, including AARP, Aspen Institute, Amnesty International, CEDPA, Children's Law Center, City Harvest, Feminist Majority, Housing Partnership Network, NOW, YWCA and Zero to Three.

In another life, Ketayoun spent a short stint writing for the *Albuquerque Journal's* metro desk. She's also had op-eds and stories placed in media across the country, including on CNN, Huffington Post, *New York Times*, NPR, PBS Newshour, *Washington Post* and *USA Today*, to name just a few.

Today, Ketayoun lives in the D.C. area with her husband, daughter, dog, and cockatiel – and a growing collection of *papier-mâché* chickens.

