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## **Brain Injury Association of Massachusetts Selects New Manager of Marketing & Development**

*Staffer brings nearly 15 years of experience in nonprofit fundraising*

(Westborough, Mass, June 8, 2017) The [Brain Injury Association of Massachusetts \(BIA-MA\)](#) is pleased to announce the appointment of Chesa Conrad as its Manager of Marketing & Development.

Conrad's path to BIA-MA began at Alfred University in New York, where she graduated with a bachelor's degree in Public Relations and Communications. Since, Conrad has been involved in fundraising and marketing efforts for nonprofits for nearly 15 years, having previously worked with organizations such as YMCA of Central Massachusetts, Tufts University and the National Brain Tumor Society (NBTS). Now a resident of Grafton, Conrad joined BIA-MA in 2015 as Development Manager.

"I have always looked to work for mission-based organizations. It gives me a feeling of accomplishment," Conrad said. "BIA-MA seemed like a natural next step since brain tumors are a form of brain injury."

"We are so grateful to have someone as passionate and motivated as Chesa on our staff," BIA-MA Executive Director Nicole Godaire said. "She has taught us that there is a close association between fundraising and raising awareness, and her abilities have allowed us to pair fundraising with spotlighting the agency, while at the same time raising important awareness for this silent epidemic."

Moving forward, Conrad will be striving to further BIA-MA's mission of creating a better future for brain injury survivors. "BIA-MA's mission is to make a difference in the lives of survivors and their loved ones. Our plan is to focus BIA-MA's dedicated and passionate staff on raising awareness of brain injury through prevention, education, advocacy, and support programs."

BIA-MA is the first and oldest organization in the state to offer support and resources to brain injury survivors and their families. They provide prevention programs, educational trainings and legislative advocacy. This month, BIA-MA looks forward to hosting their Annual Golf Classic. BIA-MA will also be hosting a team in the Annual Falmouth Road Race in August.

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*The Brain Injury Association of Massachusetts (BIA-MA) is dedicated to improving the lives of those affected by brain injury while reducing its incidence and impact through prevention programs, education and training and legislative advocacy. Founded in 1982, the BIA-MA is the primary conduit between survivors and an extensive network of facilities, programs and professionals including 40 statewide support groups. The Brain Injury Association of Massachusetts is a chartered affiliate of the Brain Injury Association of America. For more information, visit [www.biama.org](http://www.biama.org) or call (800) 242-0030.*