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NATIONAL WOMEN'S BUSINESS COUNCIL



ADVISORS TO THE PRESIDENT,
CONGRESS AND THE SBA

Allison M. Gilmore Director of Communications & Research Analysis



Allison M. Gilmore is an experienced communications professional with a background in designing and implementing strategic communications campaigns, media strategy and outreach, campaign materials development, event production, and speechwriting.

As Director of Communications and Research Analysis, Ms. Gilmore's chief responsibilities include creating and executing a strategic communications strategy to position the Council as an independent and authoritative voice for women business owners on matters of economic importance. She conducts message development for the Council and implements targeted activities in order to reach policymakers, women business owners, advocacy and membership organizations, and the media on a regular basis. Ms. Gilmore also oversees the Council's research activities and is directly responsible for the Council's Web site (www.nwbc.gov), Womenbiz.gov, informational materials and speaking engagements.

Prior to joining the NWBC staff, Ms. Gilmore served as a Director at Dittus Communications, where she specialized in implementing strategic communications and public relations initiatives for nonprofit clients. While at Dittus, she utilized her expertise in materials development, online communication, and event planning to develop media and public awareness campaigns for her clients.

Ms. Gilmore previously managed communications and public relations for two membership associations in the Washington, D.C., area: National Business Travel Association (NBTA) and National Stone, Sand & Gravel Association (NSSGA). In these roles, she built dynamic relationships with

national and trade media, leading to placements in major national outlets such as *The New York Times*, *The Wall Street Journal*, *USA Today*, CNBC, ABC News, and National Public Radio. She also developed expertise in communicating nonprofit organizations' positions and research findings to the media in crisis environments, particularly while representing NBTA immediately following 9/11. She also successfully launched and managed NBTA's four-color membership magazine and served as managing editor for NSSGA's magazine, *Stone, Sand & Gravel Review*.

Ms. Gilmore began her career at The Hawthorn Group, L.C., a public relations and public affairs firm in Alexandria, Va. While at Rice University in Houston, Texas, Ms. Gilmore worked under former Secretary of State James A. Baker III at the Baker Institute for Public Policy where she helped implement major national and international events, including hosting diplomats from around the globe.

Ms. Gilmore holds a Bachelor of Arts degree in managerial studies and French from Rice University and a Masters of Public Administration with a concentration in Nonprofit Management from George Mason University in Fairfax, Va.