

Ronald J. Arena

Senior Consultant & Principal
Leader of Strategic Communications

Education: University of Massachusetts, Amherst, B.A.
Temple University
Stanford University

Residence: Valley Forge, Pennsylvania



Professional Experience

Ron joined Marts & Lundy as a senior consultant in 2001, bringing to the firm more than 20 years' experience in the nonprofit sector. He is the leader of the firm's Strategic Communications Practice, which includes a team of strategists, writers and designers located across the country. Services include campaign communications planning, marketing and communications assessments, campaign messaging and positioning, web site production, film and video production, case statement and other writing services and ongoing counsel.

Ron previously served as principal of Arena Communications from 1992-2001. His team provided a wide range of marketing and communications services to a national client base. Before starting his own firm, Ron was a senior consultant with Neal & Associates in York, PA, providing specialized marketing, public relations and communications services to hospitals and other healthcare organizations. He has authored two books, written several publications and held positions as a daily newspaper reporter.

Ron served on the Marts & Lundy Board of Directors from 2009-2012. He is active in his local community as a founding member of the Charlestown Citizen's Forum, a non-partisan organization dedicated to educating residents about timely national issues in a balanced fashion. He also serves on the Board of Directors and chairs the Development Committee of Bridge of Hope, a nonprofit whose mission is to end and prevent homelessness for women and children in southeastern Pennsylvania.

Representative List of Clients Served

American Public Media, MN
Boston Symphony Orchestra, MA
California State University, Long Beach
Cleveland Museum of Art, OH
Colgate University, NY
Columbia University, NY
Conservancy of Southwest Florida
Deerfield Academy, MA
Fox Chase Cancer Center, PA
George Washington University, DC
Harvard Divinity School, MA
Lehigh University, PA

Massachusetts Institute of Technology
National Audubon Society, NY
Preservation Society of Newport County, RI
Princeton University, NJ
Sierra Club, CA
Smith College, MA
St. Paul's School, NH
Texas A&M University, TX
University of Hawai'i
University of Rochester, NY
University of Utah
V Foundation for Cancer Research, NC