Dana Snyder, Positive Equation

Dana Snyder is an entrepreneur, digital strategist, and passionate conscious consumer. She founded Positive Equation in 2017 with a focus on helping nonprofits cultivate passionate online audiences of donors, partners, and advocates using digital marketing.


Dana is a member of the Purpose Collaborative, an invitation-only, global group of 40+ boutique firms, consultancies, and subject matter experts, all passionate about social purpose.

Dana graduated with a Bachelor’s Degree in Advertising and Public Relations from the University of Central Florida.