

Ready to Grow Workshop Speaker Biographies

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.

Currently based in Atlanta, Dana has worked with Movember, Dress for Success, USTA, Honest Company, Sports Illustrated, American Idol, The Global FoodBanking Network, The Gary Sinise Foundation, LA84 Foundation, and many more on their digital strategies.

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.