

**Donna Latson Gittens, MBA**

**Founder & CEO, MORE Advertising**

In 1997, at the height of a successful career in broadcast television, Donna Latson Gittens made a life-changing decision. Armed with creative vision and passion for community, Donna redirected her boundless energy to create a new form of advertising – one that leveraged the power of media and strong creative to affect much-needed social change.

Over the ensuing 20+ years, Donna’s agency, renamed MORE Advertising in 2015, has marketed sustainable change – at the social, institutional, and personal level – on matters of considerable public importance. In addition to smoking cessation, MORE Advertising has effectively raised awareness and promoted new behaviors related to opioid abuse, gambling, HIV prevention, and domestic violence, as well as opening access – often for diverse, underserved populations – to affordable housing, higher education, health care, and employment.

For example, MORE has implemented five campaigns in recent years aimed at curbing the raging, deadly opioid epidemic, one of which included the award-winning #StateWithoutStigma initiative requested by MA Governor Charlie Baker.

Building an ongoing record of success, MORE Advertising would later adopt the tagline, "The Agency of Change." In the meantime, Donna’s public position, activism, and expertise in social change prompted countless invitations for her to chair or join panel discussions, keynote special events, and participate on numerous committees. For example, she has helped the Boston Red Sox Charitable Foundation promote its community initiatives for the past 18 “seasons.” As a member of the Red Sox Marketing team, she recently helped develop the strategy for “Take the LEAD,” an innovative program embraced by ALL Boston professional sports teams to stand up to racism and hate speech.

Donna's numerous awards and honors include: the Pinnacle Award for Achievement in Entrepreneurship presented by the Women’s Network of the Greater Boston Chamber of Commerce; the 1st Annual Jackie Robinson Award for Most Valuable Diverse Business Partner from the Boston Red Sox and Major League Baseball; The Boston Club Women in Business Racial Equity Award; Alex Cora Leadership Award presented by the Boston Area Church League, a program of the Boston Red Sox; and winner of the 1st Annual Shark Tank competition held in 2014 by the Greater New England Minority Supplier Development Council. She is also a very proud owner of four Boston Red Sox World Series Championship rings.

Appointed by Governor Charles Baker, Donna is a member of the Massachusetts Marketing Partnership; she also serves on the Executive Committee of the Associated Industries of Massachusetts. She is a member of the Museum of African American History Leadership Advisors and the Greater Boston Chamber Small Business Advisory Committee. Ms. Latson Gittens holds a BA from Park University, an MBA from Northeastern University, and an honorary doctorate degree from Elms College in Springfield MA. A Dorchester resident for over 30 years, she is married to Robert P. Gittens and is mother of two adult children.