



Lesli Proffitt Nordstrom **Director, Marketing and Communications**

Lesli serves as Director of Marketing and Communications at the National Organization for Rare Disorders (NORD). In this role she is responsible for leading the advancement of NORD's community relations and brand. She brings to the organization more than fifteen years of experience developing and implementing marketing and communications strategies in agency, political and non-profit environments. Lesli is also a certified ScrumMaster (CSM).

Prior to joining NORD, Lesli was a project lead for major public outreach campaigns, service launches, and events for New York state and Connecticut including the opening of the Governor Mario M. Cuomo Bridge, one of the largest infrastructure projects in North America, and the launch of the CTrail Hartford Line, the first new passenger rail service for the state of Connecticut in nearly 30 years. She led marketing and developed new programs to support Swedish language education for Chicago's Swedish American Museum, a premier neighborhood cultural institution, and similarly created and ran programs at the Chicago Council on Global Affairs including the marketing of the Young Professionals program. Lesli has spoken at numerous conferences and appeared as a guest on NPR's Worldview and Sweden's national radio.

Bringing that diverse experience to bear for the benefit of the rare community is personal for Lesli whose husband has lived with Addison's disease for over 25 years. She has seen firsthand how necessary it is for rare disease patients to be strong advocates for their own care and have the support of those around them, as well as how truly transformational having an approved treatment can be.

Lesli received her Masters of International Affairs in management and institutional analysis from the School of International and Public Affairs at Columbia University in New York and her Bachelor of Arts in history from the University of Kentucky. While at Columbia, Lesli was named a Foreign Language and Area Studies Fellow and served as senior editor of the Journal of International Affairs. Lesli was also a Fulbright Scholar in the field of International Relations in Stockholm, Sweden.

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