

"The most exciting element of my profession is the ability to align and attune the internal brand communication and culture to the external campaign messaging and creative. That is why, as a marketer, I pursued my Masters in Organizational Development."



Finds Alignment & Attunement. Kathy Lentner is a consultant with over 15 years of experience in communications, marketing/advertising, and organizational development. Over the course of her career Kathy has had the opportunity to work with non-profit organizations such as St. Luke's Foundation, University Circle Inc., Cleveland Museum of Art, Cleveland Botanical Garden, Cleveland International Airport, The Cleveland Regional Transit Authority, The MetroHealth System and for-profit organizations such as Huntington Bank, Fazoli's restaurants, Parker Hannifin, Nestle USA, and Veyance

Technologies. Her work includes brand building & development, strategic planning, qualitative research design and facilitation, and small & large group workshop design and facilitation.

Across her work, Kathy is driven to gain a deep understanding of the brands she works with, their customers and stakeholders and how the organization is living their brand. Her unique focus on "living the brand" builds on her masters in organization development. This focus drives her to help her clients to build a brand culture that delivers a consistent experience across all touchpoints – inside and outside their organization's four walls.

Kathy's educational journey began with a bachelor's degree in Psychology from Marietta College. She earned her master's in organizational development and analysis from Case Western Reserve University where her studies focused on the power of appreciative inquiry and importance of emotional intelligence. She has also shared her real world expertise as an adjunct faculty member at Kent State University. Today, she is a co-chair for the Flourish Conference for Women in Leadership, and is a current board member for the Marietta College Alumni Association.

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