Chris J. Bash, MBA

Marketing & Communications Leader | Brand Strategy | Stakeholder Engagement
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PROFESSIONAL PROFILE

Marketing and communications leader with 20+ years of experience across financial services, education, healthcare, technology, and nonprofit organizations. Background includes brand strategy, integrated campaigns, executive communications, creative direction, and cross-functional leadership. Proven ability to translate complex information into compelling messaging, strengthen audience engagement, and support organizational growth. Executive MBA with experience working alongside executives, boards, and organizational stakeholders.

LEADERSHIP HIGHLIGHTS

- Led communications and marketing strategy supporting $60M in charter school facilities funding legislation.
- Supported strategic positioning and communications initiatives during AUM growth from $140B to $230B at Dimensional Fund Advisors.
- Built Austin Beer Run Club into a thriving community of nearly 4,000 members through grassroots marketing, recurring events, sponsorships, and local visibility.
- Directed marketing and communications for organizations across education, healthcare, financial services, homelessness services, and public affairs.

CORE COMPETENCIES

Strategic Communications Planning • Executive & Board Communications • Integrated Marketing Campaigns • Education & Public Affairs
Public Relations & Media Strategy • Crisis & Issues Communications • Legislative Advocacy • Community & Stakeholder Engagement
Brand Strategy & Governance • Content Strategy & Storytelling • Digital & Social Media Communications • Creative Direction
Team Leadership & Development • Cross-Functional Collaboration • Budget, Agency & Vendor Management
Analytics & Performance Measurement

PROFESSIONAL EXPERIENCE

Career Transition & Independent Projects

Austin, TX | January 2024–Present

- Continued community leadership through Exercise & Excess, including event programming, communications, and sponsorship activities.
- Undertook occasional independent creative and marketing projects while pursuing a long-term leadership opportunity.

Vice President of Marketing

U.S. Money Reserve | Austin, TX | October–December 2023
National distributor of government-issued gold, silver, and precious metals

- Led marketing planning and creative direction during a period of organizational transition.
- Developed Q4 marketing priorities and supported coordination of direct-response programs and ROI measurement.

Director of Philanthropy

Front Steps, Inc. | Austin, TX | October 2021–June 2022
Provides a pathway home through shelter, housing, and community education

- Developed fundraising, donor engagement, and marketing initiatives for a nonprofit serving individuals experiencing homelessness.
- Created communications and stakeholder messaging supporting organizational priorities and community awareness.
- Supported donor relations, partnerships, and philanthropic outreach.

Corporate Director of Marketing

O'Connell Robertson | Austin, TX | February–October 2020
Architecture/engineering firm specializing in K–12, higher education, and healthcare design

- Directed integrated marketing, brand positioning, and corporate communications, overseeing creative initiatives supporting business development and organizational visibility.
- Managed brand communications, proposals, public relations, marketing budgets, and departmental workflows.
- Partnered with firm principals to identify business development opportunities and strengthen market positioning.

Director of Marketing
Texas Public Charter Schools Association | Austin, TX | April 2015–February 2019
Statewide nonprofit supporting and advocating for public charter schools

- Led statewide marketing and advocacy communications supporting public charter schools, families, educators, and policymakers.
- Migrated advocacy technology from VoterVoice to NationBuilder, contributing to more than doubling the organization's supporter database.
- Directed integrated campaigns spanning digital content, video, email, events, and stakeholder communications.
- Partnered with government affairs leadership on communications supporting passage of $60 million in facilities funding for Texas charter schools.

Senior Designer
Dimensional Fund Advisors | Austin, TX | May 2007–March 2015
Global investment management firm translating academic research into practical investment solutions

- Collaborated with marketing and business leaders on strategic communications, brand positioning, and creative initiatives supporting financial advisors, institutions, and retirement markets.
- Developed B2B marketing communications during a period when firm assets under management increased from $140 billion to $230 billion.
- Supported Defined Contribution marketing initiatives during the business's growth to $15 billion in assets.
- Consolidated production vendors and processes, reducing annual production costs by approximately 35%.
- Contributed to corporate rebranding, business development initiatives, and communications supporting the firm's Austin headquarters transition.

EARLIER CAREER IN CREATIVE & BRAND DEVELOPMENT

Senior creative roles supporting global technology brands including National Instruments, Freescale Semiconductor, and agency clients across sports, real estate, and financial services.

BUSINESS / PHILANTHROPY / EVENTS EXPERIENCE

Founder & Chief Marketing Officer
Exercise & Excess, LLC | Austin, Texas | June 2012–Present
Lifestyle and community brand combining exercise, social engagement, and sponsorships with close to 4,000 members

- Built and grew an inclusive Austin community to nearly 4,000 members through organic marketing and audience engagement.
- Produced recurring weekly events attracting approximately 40–75 participants.
- Secured sponsorship partnerships and earned local media coverage.
- Developed brand identity, merchandise, digital communications, and recurring member-engagement programs.

VP, Board of Directors / Marketing & Communications Chair
Texas School for the Deaf Foundation | November 2018–January 2023
Raises and disburses funds aimed at helping deaf and hard-of-hearing children across Texas

- Led marketing, communications, digital strategy, and fundraising campaigns to expand visibility, donor engagement, and community support for deaf and hard-of-hearing children across Texas.

TECHNOLOGY & TOOLS

Adobe Creative Suite • HubSpot • Salesforce • Google Analytics • WordPress • Marketing Automation & CRM Platforms
CMS & Web Publishing • Media Monitoring & Reporting • Microsoft Office Suite

EDUCATION

Executive MBA – Texas Tech University, Rawls College of Business (GPA 3.44)
B.A. Advertising – Texas Tech University (GPA 3.76 Cum Laude)