



David Bernens

Volunteer Consultant
Consultant Since: 2013

OneSource
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Professional History

- Seed Strategy
- Procter & Gamble
- Beiersdorf, Inc.
- Zimmer Orthopedics

Education

- M.B.A., Xavier University
- B.S., Economics and Finance, University of Dayton

David is a marketing and branding professional. Prior to retirement from Procter & Gamble, he was Associate Director of External Relations, Global Fem Care. Currently, David is Senior Project Manager with Seed Strategy. Throughout his 35 years in business, David developed special expertise in strategic marketing, branding, and product development with a special focus in health care and consumer products. Among David's accomplishments is that he holds several patents, including one for novel marketing of a non-healthcare product - Swiffer.

David is Board Secretary for St. Joseph Cemetery in Cincinnati's Price Hill neighborhood. Unusual in Cincinnati for his love of winter, David is a snow skiing instructor and past member of Professional Ski Instructors of America.

OneSource Experience

David took on a leadership role with the implementation of OneSource's strategic plan. He separately worked on strategic planning projects for Wesley Community Services and St. Vincent De Paul Society. David served as the project leader for Planned Parenthood's leadership development workshops and also was an EXCEL coach. David also has helped with the annual OneSource Center fundraising gala.