



Barbara Bullard is the specialist that bridges gaps, whether it's at the United Nations to an international marketing campaign. She has fulfilled needs as an entrepreneur, business advisor, overall marketing professional and writer.

Her path first began in media in the commercial and film industry serving as music production coordinator for Lintas: Worldwide, marketing specialist for Home Box Office (HBO) and management for the music production house, Elias Arts. Deciding to start a family, she shifted her focus to the nonprofit sector, while remaining committed to the idea of self-sustainability for those in creative industries.

As Managing Consultant, for over seven years, of the Arthur Ashe Foundation, Ms. Bullard handled the day-to-day responsibilities of the foundation and served as liaison to 11 independent organizations that supports Arthur Ashe's legacy. In addition, she served as Scholarship Development Consultant of the Safe Passage Foundation/ United Negro College Fund (UNCF) and the United States Tennis Association National Scholarship Program as well as Marketing Consultant to The Fortune Society, to name a few. During the 2010–2011 seasons, Ms. Bullard developed visual art presentations focused on the United Nations Millennium Development Goals presented at the Simon Wiesenthal Center, developed presentations for the United Nations Ad Hoc Unit, Human Affects and visual art presentations for the Non-Governmental Organization (NGO), Intersections International. While also co-founding the company Al Johnson Art, Ms. Bullard provided visual art installations and storyboards created by the artist Al Johnson developed for commercials and feature films.

Ms. Bullard has been quite effective identifying the needs of the community. She has conceptualized and implemented the Local Development Corporation of East New York's Total Woman Business Conference, now in its 8th year, as well as developed marketing strategies focused on community celebrations in honor of the 40th anniversary of the late Congresswoman Shirley Chisholm's run for President of the United States inclusive of fundraisers for cause-related and independent projects.

Currently, she serves as Business Consultant to the Shirley Chisholm Cultural Institute for Children, Inc. and lends her advisory skills providing management support in diverse markets. Ms. Bullard's passion is to develop vehicles that inspire. She continues to mentor international students from schools such as the Parsons School of Design and is founder of the creative entrepreneurial networking program, DeZign Intervention, featuring entrepreneurs in the art, fashion, film and lifestyle industries.

By remaining connected to the pulse of our environment, her goal is to use the experience she has acquired as a resource for profit and nonprofit organizations.



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