



Jono Smith

Sr. Director, Digital and Brand Communications
Make-A-Wish® America

Jono Smith is the senior director of brand communications and digital for Make-A-Wish America, spearheading the organization's communications strategy for improved brand equity and reputation management across earned, owned, and social media.

Before joining Make-A-Wish, Jono held marketing and communications roles at Event 360, Network for Good, Ellucian, and the Clinton White House.

Jono has a B.A. in English from Loyola Marymount University in Los Angeles and is a fourth-generation native of San Francisco.

Session(s)

Lessons from the Front Lines: Navigating Crisis Situations
Aligning Development and Marketing to Drive Revenue