



Reffett Associates

Executive Update

Denise Aranoff-Brown Named Chief Marketing Officer & Chief Operating Officer, Touchstone Energy Cooperatives / NRECA

RECENT NEWS...

February 2014 - Reffett Associates is pleased to announce they have assisted in selecting Marketing Executive Denise Aranoff-Brown to be CMO/COO for Touchstone Energy Cooperatives, the marketing arm of the National Rural Electric Cooperative Association (NRECA) based in Arlington, VA. The search was conducted by Managing Directors Louis Montgomery, Jr. and Irv Towson, of the Reston Virginia office.

Denise has over 27 years of marketing experience working within non-profit and financial services. She has been Chief Marketing Officer for the National Aquarium in Baltimore, Maryland in addition to leading her own marketing consulting firm. Her prior experience also includes senior marketing roles with Chevy Chase Bank, American Express and Ogilvy & Mather Advertising. Denise has a MBA in Marketing from the University of Pennsylvania and a BA from Cornell University.

The Touchstone Energy Cooperatives brand represents a nationwide alliance made of more than 740 local, member-owned electric cooperatives in 46 states. Touchstone Energy co-ops collectively deliver power and energy solutions to more than 30 million members every day.