BDPA Welcomes New Marketing Department Director – Shelton Graves

Supporting IT Professionals from the classroom to the boardroom

CINCINNATI, OH – BDPA Cincinnati chapter, a nonprofit organization made up of racially diverse information technology professionals, announced a new member of its executive team. Shelton Graves was appointed Marketing Department director with the intention of increasing brand awareness of BDPA in the greater Cincinnati area. Shelton Graves is a Tier II IT Technician at North American Properties. At North American Properties he has led multiple IT initiatives that have made the company one of the most innovative midsize multifamily real estate firms in the country. Since coming on board in 2012, his role has been pivotal in the rebranding the IT department through enhanced communication, tools and training. Shelton graduated with a degree in Computer Science from DePauw University.

"BDPA Cincinnati has experienced significant growth in the past year. As marketing director I want to continue to facilitate this growth by leveraging different mediums to market BDPA," says Shelton Graves. “Not only do we want to increase chapter involvement, we also want to raise awareness about our other community initiatives with digital professionals in the area.”

In his new role, Shelton works with a team of volunteer to coordinate the marketing and public relations efforts for BDPA Cincinnati chapter. This department will implement a marketing campaign that includes a written strategic marketing plan that promotes the chapter’s programs, scholarships and services. Also, the department will create a uniformity of approach, design and strategy that will enable a stronger “branding” for the organization overall.

“We look forward to having Shelton join the dynamic and hard working volunteers on the Cincinnati chapter board. Shelton brings a high level of professionalism, commitment, and passion to supporting the mission of BDPA,” says Dalric Webb. “Shelton strengthens the team in filling this critical role within the organization and has already taken ownership of the metrics associated with this position.”

BDPA Cincinnati chapter is the largest chapter in the nation. The chapter meets on the 3rd Wednesday of each month at Brown Mackie College (1011 Glendale Milford Road; Cincinnati OH 45215).

About BDPA Cincinnati:
BDPA is the premier organization for African American professionals in the information technology industry. For more than 25 years, BDPA has fulfilled its mission and worked to bridge the digital divide by providing career growth opportunities for its members. BDPA represents more than 3,000 members in 46 active chapters located across the United States.