



Dee Dee Becker

Senior Consultant

Writer. Story Teller. Social Media Adventurist.

Dee Dee Becker offers a wealth of marketing, communications and PR experience which began in non-profit more than thirty years ago with the Cystic Fibrosis Foundation, American Diabetes Association and Sentara Healthcare (Norfolk, VA). In 1998, she founded Becker Communications, consulting with clients in the entertainment, transportation, education and legal sectors, including The New York Times Company, Virginia Port Authority, and ESPN.

Today, Dee Dee's super powers are spent crafting and telling the stories of health systems "doing good" for their communities. From life-saving health programs and service-line initiatives to extraordinary patient successes, Dee Dee leverages the power of digital media to maximize online presence, engage communities and build brand loyalty.

Dee Dee's expertise is rooted in communications planning, writing and management across multiple platforms including traditional, web and social media. Her background includes planning and managing major corporate communications and PR initiatives for healthcare organizations, ranging from mergers and acquisitions to program and service line publicity and crisis management. Ask her about the time a Navy jet crashed in Virginia Beach (all survived!) – or the time one of her clients experienced a bomb threat and it played out over social media. Fascinating experiences in healthcare PR.

When not consulting, this University of Mary Washington graduate wears myriad other hats: Virginia Tech Hokie mom. Happy wife. Eldest of six girls. Administrator for the Virginia Tech Parents Facebook group and moderator of the nationally celebrated Grown and Flown Parents Group – a riveting web destination for parents of older kids. In other words, she's NEVER without an entertaining story!

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