

Felicity Tao's Short Bio:

Felicity Tao is the Sr. Director, Marketing at Greater Cincinnati Foundation. As the leader of the Marketing team, she is responsible for driving strategic marketing, integrated communications and brand strategies for GCF.

Prior to join Greater Cincinnati Foundation, Felicity Tao was a Sr. Brand Strategist at Cincinnati Bell where she leads the company's branding, content, and social media marketing strategy and execution. She has worked in the biotech and IT/Communications technology industries for over 15 years in various marketing and communications capacities, leading branding, content, and digital strategies as well as supporting new business/product launch initiatives. Her expertise includes strategic planning, digital marketing, social media, data analytics, and multimedia content development.

Felicity graduated from China Foreign Affairs University with a bachelor's degree in English and International Relations. She received her master's degree in Journalism from University of Illinois at Urbana Champaign.

Felicity is a very active member of the Asian American community in the Greater Cincinnati area. She is the founder and current chair of the Greater Cincinnati Chinese Cultural Exchange Association whose mission is to celebrate Asian cultural heritage, improve cross-cultural understanding, and support regional diversity and inclusion initiatives. She also sits on the board of the Greater Cincinnati Chinese School and volunteers for a number of non-profit organizations. Her passion is to bridge cultural differences, connect people from different backgrounds, and make the voice of the minority groups heard.