



## EXECUTIVE PROFILE

### **Denise Minns-Harris**

#### **Director of Business Development & Client Services**

Denise Minns-Harris brings a wealth of industry knowledge, strategic business acumen, and proven leadership to the SD&A campaign management team. A lifelong grassroots activist, she is an expert at crafting cause-driven fundraising messaging that resonates with each client's donor base. She has also mastered the art of precision targeting and lead segmentation, consistently delivering optimal results for our firm's most complex telemarketing campaigns.

Denise's passion for activism was ignited in her childhood, inspired by relatives who recounted their experiences as young Freedom Riders fighting to desegregate the South. As soon as she was able, she joined organized marches for human rights, social justice, and women's reproductive freedom.

After college, Denise worked in administrative roles at several nonprofit organizations before transitioning into telemarketing for nonprofits—a move that allowed her to champion social causes on a broader scale by supporting multiple organizations simultaneously. She launched her telemarketing career at Factor, Fox and Associates, where she met her esteemed colleague Jim Harris. Together, they later founded Harris and Harris Marketing.

The daughter of renowned jazz dancer Al Minns, Denise began dancing as soon as she could walk and remains deeply engaged in the international jazz dance community, regularly traveling across the U.S. and Europe to lecture on the history of Black dance in America. In 2000, while still at Harris and Harris Marketing, her sons auditioned for the newly opened Debbie Allen Dance Academy in Los Angeles. After learning about Denise's dance roots and heritage, Debbie Allen personally invited her to join the Academy as a Director. From the outset, she played a central role alongside Debbie in elevating the school to international prominence.

In 2015, when Debbie Allen stepped away from the Academy to executive produce *Grey's Anatomy*, Denise was ready for a new professional chapter as well. That same year, after briefly returning to Harris and Harris Marketing, she joined SD&A as Director of Business Development & Client Services, where she has been instrumental in strengthening client relationships and driving new business growth.

Denise earned a Bachelor of Arts in Dance and K-8 Education from the State University of New York at Old Westbury. We are proud to have her on our team and look forward to many more successful campaigns under her leadership.