



# GREATER WASHINGTON PARTNERSHIP

FROM BALTIMORE TO RICHMOND.  
FOSTERING UNITY. ADVANCING GROWTH.

---

FOR IMMEDIATE RELEASE

December 2, 2020

CONTACT: Nina Sharma

(646) 706-1224

<mailto:nsharma@greaterwashingtonpartnership.com>

## Greater Washington Partnership Announces Nina Sharma as Chief Marketing Officer

---

Washington, D.C. – Today – the [Greater Washington Partnership](#) announced that it has named Nina Sharma as its new Chief Marketing Officer. This new role at the Partnership will focus on advancing the organization’s position with relevant constituents, and driving broader awareness and support for the organization, and highlighting the benefits of working and living in the Capital Region.

Sharma brings nearly 20 years of experience to the Partnership, having worked across sectors to create and execute dynamic communications, marketing, and event strategies that elevate organizational brands. As a startup founder and accomplished ecosystem builder, Sharma brings an entrepreneurial spirit to the role. She will focus her efforts on designing, developing, and deploying new and creative ways to elevate the Partnership and engage its stakeholders.

“Nina and I worked together at the University of Denver and I’m thrilled to have her energy and enthusiasm on the leadership team here at the Partnership,” said **JB Holston, CEO of the Greater Washington Partnership**. “When Nina sees a need, she creates a solution. I’m confident that her ability to connect with people and her penchant for storytelling will lift up the Partnership’s growing regional brand and spotlight our work throughout the Capital Region.”

Sharma brings significant marketing, communications, and event management experience to the role of Chief Marketing Officer. She most recently served as Interim Executive Director of Project X-ITE, the entrepreneurship program at the University of Denver. Previously, she spent 15 years in the nonprofit sector, working for organizations like Carnegie Hall, the Ad Council, and the Millennium Villages Project.





# GREATER WASHINGTON PARTNERSHIP

FROM BALTIMORE TO RICHMOND.  
FOSTERING UNITY. ADVANCING GROWTH.

---

"I am thrilled to be joining such an incredible team of people who are dedicated to making the Capital Region the best place to work and live," said **Nina Sharma, Chief Marketing Officer**. "My approach to marketing and communications is grounded in human-centered storytelling, as I believe that personal connection is the most effective way to advance growth and foster unity. I am excited to support the important initiatives at the Partnership and help bring new ideas to life."

Sharma brings a passion for innovation and social impact to the Partnership, having served as an Acceleration Partner with the United Nations Foundation and as lead mentor with the German Marshall Fund's Young Transatlantic Innovative Leaders Initiative. She was named to the Denver Business Journal's 40 Under 40 list in 2019. She has a Master of Business Administration from the University of Denver, a Master of Public Administration from New York University, and a bachelor's degree from Hamilton College. Sharma will relocate to the Capital Region in spring 2021.

###

## **About the Greater Washington Partnership**

The Greater Washington Partnership is a first-of-its-kind civic alliance of CEOs in the region, drawing from the leading employers and entrepreneurs committed to making the Capital Region—from Baltimore to Richmond—one of the world's best places to live, work and build a business. Working in collaboration with leaders across our communities, the Partnership connects and leverages the region's extraordinary assets to advance inclusive, actionable solutions that strengthen the Capital Region as a leading global region and center for commerce and innovation.

