



THE 'QUIN HOUSE

Executive Director of Member Experience & Marketing Danielle Marcus

An accomplished brand marketing, communications and corporate philanthropy executive with more than 20 years' experience, Danielle Marcus brings her expertise to The 'Quin House as our Executive Director of Member Experience & Marketing. This role sees Marcus leading our membership experience team to create "a diverse social club that brings together interesting and interested leaders, creators and innovators to forge meaningful connections, expand lives and to create a community of impact" while directing the club's internal and external communications as well as our philanthropic initiatives through The 'Quin Impact Fund.

Marcus is responsible for cultivating a member community who positively contributes to our mission, the club's member acquisition as well as providing a meaningful and engaging daily experience for our members. Through her creation of our signature "'Quin Chat" series, where industry luminaries interactively discuss local and global trending topics with our members, Marcus spearheaded the pre-opening virtual member engagements. Additionally, Marcus lends her craft in overseeing The 'Quin House's branding and marketing, member communications and digital media in addition to being the internal lead of The 'Quin Impact Fund – our philanthropic arm for local organizations that are making positive impacts in our community – alongside Co-Chairs Linda Whitlock and Kanna Kunchala.

As a leading fashion, sportswear, beauty and corporate responsibility professional, Marcus' credits include high-ranking global positions at internationally-renowned retail forces – such Rue Gilt Groupe, CVS Health, PUMA and Tiffany & Co. – in Boston and Europe which she adapts to The 'Quin House to help shape innovative and engaging member experiences and brand initiatives. With a career focused on commerce and impact, her expertise in strategic partnerships has resulted in collaborations with premier cultural icons including Christy Turlington, Alexander McQueen, Salma Hayek, Usain Bolt, Yves Behar and Rachel Zoe; powerhouse brands like Amazon, Goop, The Design Museum (London) and the Channel 4 Britdoc Foundation; as well as with artists such as Kehinde Wiley, Alex Katz and Isaac Julien. Throughout her career, Marcus has led campaigns, events and activations around the globe including The World Cup, Olympics, Volvo Ocean Race, Art Basel Miami Beach and the Reggae Marathon. Marcus also brings a wealth of knowledge to The 'Quin Impact Fund through her positions held at The J.Jill Compassion Fund, PUMAVISION – PUMA's corporate responsibility division – and British Red Cross. A Boston native and graduate of The George Washington University, Marcus' passionate dedication to community includes being a devoted volunteer member of the marketing committee at Rosie's Place and serves on the Advisory Council at Camp Harborview.