



B. Da'Vida Plummer

Executive Director for Advancement and Operations
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Ms. B. Da'Vida Plummer is a six-time Emmy award-winning news industry executive who joined FASPE as co-executive director focusing on advancement and operations. Ms. Plummer brings a wealth of media, academic and philanthropic experience to the role.

She previously served in the dual capacity of Assistant Vice-President for Marketing/Media and Dean of the Scripps Howard School of Journalism and Communication at Hampton University. During her nine-year tenure with the prestigious HBCU, she served as an associate professor of broadcast journalism, the director of the William R. Harvey Leadership Institute while providing marketing leadership for the Hampton University Proton Therapy Institute. She created a successful marketing strategy to revamp and re-brand the center's advertising agenda. The measurable result of that effort lifted brand recognition for the center's life-saving medical modality.

As a journalist and newsroom manager, Ms. Plummer is credited for launching programs complete with staffing, operations and systems in some of the most competitive media markets in the country (Los Angeles, Chicago, Atlanta, and San Diego).

At her core, Ms. Plummer is a transformational leader who many describe as a gifted writer and innovator who creates memorable results from scratch.

Ms. Plummer is a native of Nansemond County, VA, where she was introduced to the importance of community service through a global faith-based organization led by generations of her paternal lineage. She continues to be of service to that century-plus organization dedicated to human betterment and deeds of kindness. She received the B.S. in Journalism and the M.A. in Communications from Ohio University.
