



**Kassandra
Lockhart**

*Marketing and
Communications
Manager*

In 2021, Kassandra S. Lockhart joined the IDB team as the Marketing and Communications Manager. She is responsible for developing and implementing marketing and communications strategies to support organizational growth objectives and ensuring the Institute's messages are consistent and effective.

Kassandra has over 20 years of experience helping companies, businesses and organizations expand their reach by curating quality content that drives awareness, extends opportunities, and generates brand cognizance.

She received a B.A. in Communication with a minor in Journalism and a Master's in Parks, Recreation and Tourism Management from North Carolina State University.