

Sharon Watson (She/Her)

SVP, brand marketing, communications and corporate relations department

Easterseals

Sharon Watson leads Easterseals' Brand Marketing, Communications and Corporate Relations Department. In this capacity, Sharon works with the organization's staff, affiliate and volunteer leadership to develop strategy to amplify awareness of Easterseals' brand and its societal relevance in the world as the indispensable resource for people with disabilities and those who care for them. Additionally, she and her team are charged with leveraging new and traditional communications and media channels to position Easterseals as a leader in the disability space to assure continued support from donors including valued corporate partners committed to the organization's mission.

During her tenure with Easterseals, Sharon has helped generate tens of millions of dollars to support its mission as the national relationship manager for valued National Corporate Partners including A. C. Moore, Bayer Consumer Healthcare, Comcast NBCUniversal, the Comcast NBCUniversal Foundation, CVS Health, the CVS Health Foundation, Freddie Mac, MassMutual Financial Group and others.

Prior to joining Easterseals, Sharon enjoyed more than a dozen years in sales, marketing and public relations for global corporations including ITT Sheraton Hotels and Scandinavian Airlines.