

Dana Galin Biography



"I am inspired to create a world in which everyone is self-expressed, where everyone lives a life true to who they are and what's important to them."

Motivated by a lifelong commitment to self-expression, Dana has an enormous talent for helping individuals discover who they are and express their uniqueness in natural and creative ways. She brings 20 years of experience in the public relations industry developing and executing communication strategies. After achieving significant "traditional success," Dana realized that something was missing. In an effort to enhance her own self-expression, Dana turned her passion for business, creativity, and communication into a successful jewelry business. Her work was featured on national TV, worn by celebrities and sold in fine stores across the nation. During that time, Dana also co-created an animated TV pilot for kids that aired on Nick Toons Network.

Wanting to make an even greater impact in helping individuals express themselves, Dana attended the Fashion Institute of Technology and the New York Image Institute and became a certified image consultant helping people use their image as a tool for communication. In co-founding Defineum to help people create a life that reflects who they truly are, Dana has finally realized her calling.

Having logged more than 1,000 hours of in-depth personal development training, Dana is a graduate of Landmark Education, Touchstone Communication, the Creativity and Personal Mastery Institute, and Ackerman Institute for the Family. A *cum laude* graduate, Dana received a bachelor's degree in English from Arizona State University and studied at the University of London. She lives in Rye with her husband and stepdaughter.

Who I Am

Communicator. Creator. Entrepreneur. Student. Teacher. Achiever. Explorer. Innovator. Expressive. Empathetic. Sensitive. Creative. Curious. Persistent. Playful. Passionate. Appreciative. Loving.

What Moves Me

Learning. Evolving. Challenging myself. Listening. Stories. Connecting. Community. Sharing. Traveling. Gratitude. Music. SUGAR. My loving husband and step-daughter. Helping people live a life they love. My dad's poetry and grace. My mom's loyalty and support. Random acts of kindness. Love, any way I can give and get it.

My Mission

To know people and be known by people. To love and be loved. To foster self-expression.



Career Facts and Figures

Prior to creating Defineum, Dana worked for twenty years in the communications industry where she served as a marketing and PR strategist. Most recently she helped launch Kayak.com as Vice President, Communications. Prior to Kayak.com, she headed communications for the Trickle Up Program, an international NGO working to alleviate poverty. Before that, Dana worked as Senior Vice President at Robinson Lerer & Montgomery and previously served as Managing Director for the Gable Group in Los Angeles. Dana's clients included Nintendo of America, Disney, Sprint PCS, RealNetworks, Yamaha, and Hewlett Packard, among many others.

#

