



Sally Mildren

Sally is the founder and CEO of Commonwell Marketing, a heart-centered marketing and leadership firm that helps nonprofits, healthcare organizations, and mission-driven brands stand out with clarity, connection, and purpose. A former brain injury rehabilitation therapist turned executive leader and marketer, Sally brings a rare blend of art and science to her work—applying the neuroscience of belonging, trust, and human connection to marketing, communications, and leadership strategy.

Sally has served as an executive leader for small businesses, Fortune 100 companies, nonprofits, small hospitals, health systems, and a Medicaid health insurer, giving her deep insight and experience into the real-world challenges faced by underserved and resource-constrained organizations. Her work is especially focused on supporting small and solo marketing teams, nonprofit executives, and rural or community-based leaders who need practical, people-first strategies that actually work.

Sally is the author of *Leading Real People: A Guide to Human-Centric Leadership for Today's New and Middle Managers*, a timely book for leaders navigating growth, change, and responsibility without losing their humanity. She is also the host and creator of The Leadership Café, a free online community and companion podcast where marketing, communication, and leadership experts share actionable guidance for mission-driven teams.



Suggested Topics:

- Marketing strategies for nonprofits with limited resources
- Common marketing mistakes that small and solo teams make—and how to fix them
- How healthcare organizations can build trust through neuroscience
- Lessons from working with rural health organizations (or nonprofits, small business)
- Making marketing “effective today,” not just ideal in theory
- Human-centric leadership - leading today's workforce well

Suggested Questions:

- What makes marketing for nonprofits and rural health organizations uniquely challenging?
- How can small organizations or teams improve their messaging without increasing their budget?
- What does “effective” marketing actually look like in underserved communities?
- What mistakes do you see nonprofits repeatedly making in [healthcare] marketing?
- How can leaders communicate impact in a way that resonates with funders and communities?
- How can leaders become more resilient and impactful in their work within rural health and nonprofits?
- How does the science of belonging work? What impact does that have for marketing and reaching consumers better?