

Laura B. MacLean

Ms. MacLean served as the Communications and Marketing Director at the Association of Fish and Wildlife Agencies (AFWA) for more than seven years. At AFWA, she directed the organization's strategic communications planning and outreach to help North America's fish and wildlife agencies speak with a collective voice on key conservation and management issues. She also managed the work of the award-winning North American Conservation Education Strategy to enhance public understanding of state fish and wildlife management while shaping long-term enjoyment of natural resources through formal school and community-based, non-formal education initiatives.

Prior to joining AFWA, Ms. MacLean executed numerous national social marketing initiatives for the U.S. Environmental Protection Agency, the U.S. Department of Energy, the Centers for Disease Control and Prevention and the CureSearch National Childhood Cancer Foundation. She holds a Bachelor's degree in Communications from the University of Minnesota and Masters in Film and Video from The American University. She previously served on the Board of the Association for Conservation Information. Ms. MacLean is an alumnus of Cohort 7 of the National Conservation Leadership Institute, served as a peer coach for Cohorts 8 and 9 and a faculty member for Cohort 9 and the upcoming Cohort 10.