



Bonanza Communications

Communication leads to community



Howie Schaffer is the founder & principal of Bonanza Communications. He is a respected speaker, strategist, trainer and facilitator on cutting-edge topics in diversity, inclusion, leadership development, organizational transformation, and cultural competency. He is an esteemed personal counselor and executive coach. His areas of consulting focus include:

- Connecting Diversity and Emotional Intelligence (EQ)
- Examining Power & Privilege
- Creating Respectful Workplaces
- Exploring Unconscious Bias
- Investigating the Intersections of Identity
- Embedding Inclusion in Talent Management, Acquisition & Development.

From 2008-2014, Howie was a Vice President at Cook Ross Inc. where his client relationship development, content, product, and research efforts focused on creating transformative solutions for FORTUNE 500, healthcare, government, media, nonprofit, and other leading organizations.

Previously, Howie was Vice President, Communications, Research & Publications at Diversity Best Practices. His areas of key responsibility included marketing and branding; press and social media outreach; publications development; e-newsletters; diversity research and data collection; benchmarking; speechwriting; and client services.

For more than a decade, Howie served as the Public Outreach Director at Public Education Network (PEN) in Washington, DC. He created and edited the award-winning PEN Weekly NewsBlast, oversaw PEN's online advocacy campaign (GiveKidsGoodSchools.com), and served as PEN's media spokesperson.



Prior to working at PEN, he worked for a variety of political organizations including election campaigns and legislative work. He has taught as an adjunct faculty member at the State University of New York Institute of Technology and served as a guest lecturer on diversity topics at George Mason University School of Management and the State University of New York at Morrisville.

Howie has an undergraduate degree in communications from Cornell University and a graduate degree in philosophy of education from Teacher's College at Columbia University. He is a proud husband and the father of two dazzling sons.