

Our Team | Tonya Monteiro



Tonya Monteiro has over a 20-year track record in the public relations, marketing, strategic planning and program development. She is passionate about ensuring community voice is central to creating community solutions.

Monteiro's journey began at a leading public relations agency where she masterfully handled media strategies and special clients including Hughes Network Systems, HBO, Intelsat, and a Washington, DC television station.

Areas of Expertise

- Program Development
- Strategic Planning
- Marketing
- Non-profit Development
- Community Engagement

Client Impact

Academic & Administrative Leadership, Private University. Redesigned the financial operations and models to facilitate the development of a streamlined \$75M annual operating budget, forecasts, reporting, and five-year operating and capital plans.

Bank Risk Executive, Financial Services Company. Led department transformation project while leading team to enhance its capabilities for evaluating the quality of a \$100B retail loan portfolio using financial and qualitative data analysis.

Audit Executives & Corporate Boards. Led independent, objective, and complex audit and consulting engagements.

Unit Leaders, Public/Private/For-profit Universities. Led operational and strategic efforts across all HR disciplines.

As a consultant, she has worked with various clients, from Fortune 500 companies to start-up non-profits. She has worked on national marketing strategies for Fortune 500 companies such as General Mills, Blue Cross Blue Shield, Johnson and Johnson, and K&G Fashions. Also, she has worked with non-profits to spearhead national and regional marketing and program initiatives that addressed such issues as domestic violence, minority contractor access, and the technology access gap.

Community engagement and collaboration are a hallmark of her work experience. Her skills and dedication to creating impact led her to manage a national youth program at the National NAACP ACT-SO and spearhead a summer youth program at a community college. Most recently, she has partnered with grassroots leaders, local businesses, volunteers, and community partners to leverage community resources and knowledge for maximum use and impact.

Monteiro completed her Bachelor of Science in Public Relations from James Madison University. She holds an MBA from Wake Forest University and conducted professional development courses at Harvard University.

Committed to giving back, she has volunteered her time and skills to Forsyth Technical Community College's Small Business Center, the National Black Theatre Festival, and other local organizations.