



Claudine A. Donikian, JD, MBA
President & CEO

Claudine A. Donikian, JD, MBA, is the president/CEO and chief marketing officer of Pentera, Inc., and is regarded as one of the foremost experts in planned giving marketing. She is a sought-after speaker on the national planned giving and AFP circuits and writes and conducts training modules for Pentera training seminars. As Pentera's chief marketing officer, she is the editor-in-chief for client marketing content and personally consults with a select group of Pentera's clients on their marketing strategy and execution. One of Claudine's professional areas of expertise is women in philanthropy, and she serves as a member of the advisory board for the prestigious Women's Philanthropy Institute at the Indiana University Lilly Family School of Philanthropy and as a member of the board of directors of the National Association of Charitable Gift Planners (CGP).

Claudine oversees all aspects of Pentera's business and marketing strategies, as well as new-product development, with an emphasis on digital marketing, and she recently served on the Direct Marketing Association's Digital Innovation Committee. Under her leadership, the interactive department and client base has increased by 500 percent.

Claudine graduated Phi Beta Kappa and with highest distinction from Indiana University, received an MA in French from New York University, and holds a JD and an MBA from Boston College. She serves on the board of directors of the Philanthropic Planning Group of Greater New York in Manhattan (PPGGNY), the Massachusetts Children's Trust Fund (a child abuse prevention agency), and the Brookview House (which provides housing for homeless women and children). She is an active member of CGP, PGGNE, and PPGGNY. Fluent in French, Claudine has also taught French for colleges, corporations, and adult education centers, where she was regarded as one of the top motivating teachers.