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## **NEW STAFF AND BOARD JOIN FAIRMOUNT PARK CONSERVANCY**

**PHILADELPHIA – March 14, 2018** -- The Board of Directors of Fairmount Park Conservancy is pleased to announce the election of two new members. **Carmen Ferrigno is Vice President of Communications at Saint-Gobain Corporation** and **Martha McGeary Snider leads Guildford Group Consulting.**

As a member of Saint-Gobain’s North American Executive Committee, Carmen Ferrigno reports to the President and CEO of Saint-Gobain Corporation. Ferrigno is responsible for all aspects of external and internal corporate communications, including crisis communications counsel, reputation management and corporate social responsibility. In addition, Ferrigno has overall responsibility for the company’s in-house marketing communications agency.



Ferrigno holds a B.A. in political science and English literature, as well as a master’s degree in English and writing from Rutgers University. Prior to joining Saint-Gobain, Ferrigno held a wide range of senior corporate and marketing communications positions, including 12 years with Rohm & Haas Company. Most recently he was Director of Global Communications for a major division of Dow Chemical Company.

As Executive Director of the Saint-Gobain Corporation Foundation, Ferrigno leads the company’s corporate social responsibility strategy and initiatives in North America, including Saint-Gobain’s national partnership with YouthBuild USA—a green building education and job training program for former out of school young adults. Ferrigno was

recently named a PR News CSR Professional of the Year for his work transforming Saint-Gobain's CSR strategy as well as his commitment to corporate stewardship.



Before founding Guildford Group in 2012, Martha McGeary Snider was appointed by Pennsylvania Governor Edward G. Rendell to serve as Policy Advisor on Arts and Culture for both of his terms in office, from 2003 to 2011. She worked directly with the Governor and the Pennsylvania Department of Community and Economic Development to advance cultural, heritage and arts initiatives throughout the Commonwealth. Martha's earlier career included her role as President of Martha Snider Design, LTD, an interior design and consulting firm, and both ownership and management positions at Spectacor and Comcast-Spectacor, which included her role coordinating all aspects of design for Philadelphia's Wells Fargo Center.

Since 2003, Martha has played a key role as a Trustee on the Board of the Museum of the American Revolution, which opened in April of 2017 in the heart of the historic district in Philadelphia. Other board positions have included the Medici Archive Project in Florence, Italy, the Philadelphia Museum of Art, the Pennsylvania Academy of Fine Arts, the Philadelphia Orchestra, and Philadelphia's Children First Fund.

Martha holds a Fine Arts Degree and a Teaching Certification from Temple University's Tyler School of Art and attended the Art Institute at NYU for her post-graduate studies in Art History. Martha is the mother of two adult children and resides in Wyndmoor, Pennsylvania.

In addition to new board members, the Conservancy continues to grow its staff with the hiring of **Melissa Romero, former editor of *Curbed Philly***, to the communications team, and the hiring of Aliyah Ali and Claire Folkman to roles in administration and finance.

To learn more about Fairmount Park Conservancy's new staff, please read their bios on the Conservancy's website:

**Melissa Romero, Communications & Engagement Assistant**

<https://myphillypark.org/who-we-are/staff/19428-2/>

**Aliyah Ali, Executive Coordinator**

<https://myphillypark.org/who-we-are/staff/aliyah-ali/>

**Claire Folkman**

<https://myphillypark.org/who-we-are/staff/claire-folkman/>

**Fairmount Park Conservancy** exists to champion Philadelphia's parks. We lead capital projects and historic preservation efforts, foster neighborhood park stewardship, attract and leverage investments, and develop innovative programs throughout the 10,200 acres that include Fairmount Park and more than 100 neighborhood parks around the city. Philadelphia has one of the largest urban park systems in the world, providing residents with extensive health, environmental, social, economic and cultural benefits – including access to some of the region's most famous attractions. For more information, please visit [myphillypark.org](http://myphillypark.org), join us at [facebook.com/fairmountparkconservancy](https://facebook.com/fairmountparkconservancy), and follow us on Instagram and Twitter @myphillypark.

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