

Victoria Baird

Victoria Baird is a marketing and communications specialist with over thirty years of experience in designing, implementing and evaluating marketing/communications programs throughout the United States, Latin America, Africa, the Middle East and Asia.



Ms. Baird began her career in the private sector, working with major U.S. corporations in commercial marketing and communications programs. Ms. Baird was Director of Marketing for Estee Lauder International, where she directed marketing programs in 22 countries in the Middle East, Far East and Latin America. Ms. Baird's experience in packaged-goods marketing, new product development and advertising comes from working with three New York-based advertising agencies. As a Vice President of Ted Bates International, she managed new product development work for the Colgate-Palmolive Company. As Vice President at Grey Advertising and at J. Walter Thompson, Ms. Baird was responsible for managing a variety of consumer accounts including Revlon International, Lever Brothers and Pan American World Airways.

Beginning in 1984, Ms. Baird turned her attention to addressing global development concerns and programs that promote family planning, reproductive health, environmental protection, gender equality and related socioeconomic development initiatives. For ten years, Ms. Baird was Director/Deputy Director for the United States Agency for International Development's largest reproductive health social marketing contract (the Somarc Project), where she was managed the marketing, communication and research activities for programs in 31 countries.

In 1997, Ms. Baird founded Meridian Group International, Inc., its not-for-profit division Meridian Development Foundation and Meridian Group International, Ltd. Having worked in both the public and private sectors, Ms. Baird specializes in forming innovative donor programs in partnership with the private sector that focus on addressing global problems through sustainable development.