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## **NURSE-FAMILY PARTNERSHIP PROMOTES JAIME MORENO TO VICE PRESIDENT OF MARKETING AND COMMUNICATIONS**

**DENVER, CO** (July 12, 2018) — [Nurse-Family Partnership](http://www.nursefamilypartnership.org)® (NFP) – a national program serving first-time moms and their children living in poverty – announced today that Jaime Moreno has been promoted to vice president of marketing and communications. Moreno served as director of marketing and communications since February of 2017.

“Jaime’s leadership has strengthened Nurse-Family Partnership’s national brand awareness and capacity to enroll more women in need of Nurse-Family Partnership,” said Benny Samuels, chief operating officer of Nurse-Family Partnership. “We are thrilled to have him leading our entire marketing and communications team to further strengthen our partnerships to better reach the most vulnerable moms and babies and impact communities.”

In his previous role, Moreno directed the Nurse-Family Partnership marketing and communications’ strategy and oversaw national partnerships and advertising investments to serve more first-time moms in poverty.

Moreno, as vice president of marketing and communications, will lead the marketing and communications department to grow the Nurse-Family Partnership program. He will serve on the senior leadership team and effectively integrate marketing and communications strategies throughout the organization.

In addition, Moreno will oversee internal and external communications, outreach, public relations, social media and website development.

For over 16 years, Moreno has worked in marketing and communications – where he has built key customer relationships and business opportunities and strengthened community partnerships. He has expertise in Hispanic marketing, having worked for leading organizations serving Hispanic communities. Moreno, as director of marketing and communications for the Hispanic Chamber of Commerce of Metro Denver, developed and implemented marketing strategies to strengthen minority business development. He also previously served as director of research at Entravision Communications Corporation, a Spanish-language broadcasting company, where he worked directly with sales to interpret market research to generate and retain customers.

He holds a master’s degree in international business and marketing, and a bachelor’s degree in advertising and marketing from the Universidad del Istmo in Panama.

[Over 40 years of research show](#) that Nurse-Family Partnership is successful in improving maternal health and birth outcomes, preventing child abuse, reducing childhood injuries, increasing children’s school readiness and reducing juvenile crime. Nurse-Family Partnership serves over 33,500 low-income, first-time moms in 42 states, U.S. Virgin Islands and many Tribal communities.

In Colorado, Nurse-Family Partnership serves families in all 64 counties.

### About Nurse-Family Partnership

[Nurse-Family Partnership](#) ® changes the future for the most vulnerable babies born into poverty by giving a first-time mom trusted support from her own

personal nurse throughout the first 1,000 days, from pregnancy until her child's second birthday. Participation is free and voluntary for the mother. Nurse-Family Partnership is headquartered in Denver, Colorado. Follow NFP on Twitter [@NFP\\_nursefamily](https://twitter.com/NFP_nursefamily), Facebook at [facebook.com/nursefamilypartnership](https://facebook.com/nursefamilypartnership) and Instagram at [www.instagram.com/nursefamilypartnership/](https://www.instagram.com/nursefamilypartnership/).