
Lynette Byrnes

Director of Marketing & Communications

As the Director of Marketing & Communications, Lynette Byrnes is responsible for the strategic development, direction and implementation of the Center's communications activities.

Her duties include media outreach and overall industry promotion of the progress and findings of Study Teams, writing and design of promotional materials, as well as building and maintaining awareness for the Center and its collaborative educational research Studies.

Ms. Byrnes joined the Center in 2015. Her move to the purely nonprofit arena came after 25 years of experience in Philadelphia-based business-to-business and not-for-profit advertising, marketing and PR firms, with positions including Senior Account Executive, Director of Public Relations and Copywriter.

Lynette obtained her Bachelor of Arts in Journalism and Marketing in 1991 from Temple University's School of Communications. She currently is considering several fields of study for obtaining her Master's degree.

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