



Brandon Davis

Senior Director, Brand Strategy & Marketing



Since joining the YMCA of Metropolitan Chicago in 2021, Brandon and his team have been leading a transformation of the organization's brand.

Brandon oversees all aspects of the YMCA of Metro Chicago's marketing, experience design and events, and brand communications across all business areas. He is responsible for linking the Y's innovations, products, services, and offerings to build the Y's brand, create awareness, and drive demand and loyalty across channels.

By bringing together a traditional marketing function with customer experience, communications, and brand strategy, Brandon is building a purposeful and powerful team to drive unparalleled levels of efficiency, innovation, and creativity. His work continually elevates the Y and its 14 centers, five overnight camps, and dozens of offsite partnership locations across the Chicagoland area, Wisconsin, and Michigan.

Previously, Brandon served as Vice President of Marketing & Communications for the Chicagoland Chamber of Commerce. He also spent several years at CNA Insurance, where he was responsible for leading strategic communications, public relations, crisis and issues communications, media relations, awards and recognition, social media and corporate social responsibility initiatives and activities across the organization.

Brandon is continually connecting with people and organizations that are committed to elevating Chicago as a world-class city through civic engagement — from social innovation to philanthropy to community service to advocacy and education. He serves on the Board of Directors for Social Responsibility Chicago, an organization accelerating positive change by providing purposeful, inclusive, and relevant resources that inspire ideas and new possibilities for social impact in Chicagoland. Brandon is also a member of the Young Professionals Advisory Board for DePaul University's College of Communication, from which he earned a bachelor's degree in Public Relations & Advertising.