

A L Y S | D A L Y

Creative, energetic and results-oriented, Alys Daly has a knack for articulating issues and ideas that get heard. She has advanced the goals of multi-million dollar market-cap companies, heightened awareness for important causes and propelled little-known brands into the national spotlight.

Her career is bookended by managing successful marketing and communications programs for two industry leaders that top the Fortune 500 list year after year. She currently leads communications and public affairs programs a regulated subsidiary of NextEra Energy Inc., the second largest energy company in the United States. Earlier in her career, she managed internal and external communications, as well as community affairs for Johnson & Johnson's biomedical subsidiary, Cordis Corp. There Alys oversaw communications surrounding the company's global restructuring.

In between life in Corporate America, Alys discovered her passion for building startups. She has since worked with celebrities, serial entrepreneurs and private equity groups from the U.S. to Eastern Europe. She was an executive at a "dot com" pioneer, communicated how nanotechnology could change manufacturing, and helped a developer of lithium batteries for electric vehicles climb from the OTC: Bulletin Board to the New York Stock Exchange. Energy think-tank Rocky Mountain Institute (RMI) brought Alys on to revive their brand and launch Bright Automotive, an EV developer that was funded by RMI, Ted Turner, Duke Energy and Google.

Always up for a new adventure, Alys went to work for the country's most prominent African-American real estate developer to manage media and a book tour for his first business book. While living in Miami, she oversaw marketing and PR for a number of high-profile hotel and condo developments, as well as one of South Florida's largest planned residential communities.

In her spare time, Alys and a friend created Landing Mr. Right, a hilarious board game that is inspiring confidence in single women. After a successful fundraising campaign on Kickstarter, the game was produced in the U.S. Landing Mr. Right has been featured in the Chicago Sun-Times, Huffington Post, Glamour.com and numerous other media outlets. Alys has helped numerous charities effectively reach donors; she chaired the American Heart Association's Heart Ball gala and co-chaired Zoo Miami's Feast with the Beasts.