Dona Rudderow Sturn: Biography   
  
**Dona Rudderow Sturn has 25 years of experience in the Communications Industry ––Advertising/ Marketing/ Branding: Corporate Identity, Graphic Arts, and Fine Arts.**

She has held numerous top-level communications positions encompassing creative, conceptual, analytical, strategic planning and execution. Dona has overseen many assignments as Creative Director for such clients as: The Venetian Resort Casino, The Sands Corporation Worldwide Casino Properties, Hollywood Casino Corporation, Penn National Gaming, Inc., Fidelity, Lucent Technologies, Conectiv Energy, New Jersey Transit, Bank of Boston, Krys Global Financial, Delacra Chocolate, and others in the USA, Belgium, Paris, London, Macao, China, Moscow, Caribbean, Cayman Islands, Mexico and more.

Dona later founded her own agency: DONACO Design Communication, an award-winning, global, full-service creative advertising, communications, and design company focused on developing, implementing, and managing branding solutions. She has also taught elementary, high school and college digital art and design. In addition, she has personally received numerous awards for design and communications and her fine art drawings and paintings hang in public and private collections worldwide.

In 2001, Dona combined her fascination with color, music, and words with her experiences as mother, businesswoman, communications veteran, and artist/designer and began developing the initial Jane Not Plain® (JNP) brand--a children’s self-esteem book series and merchandise praised in *The Wall Street Journal*. She also channeled her childhood experiences being born and raised in the tough, Camden, New Jersey area to create these products that would teach kids at a young age to know, understand and develop the skills to stand up to the difficult times and people in life.

Eventually she established another company: [The JNP Project](http://thejnpproject.com/) (*Jane NOT Plain*) and assembled an international team of published children’s book authors and editors, plus an Advisory Committee of experts in children’s development and education to assist her in expanding JNP’s product line of empowerment tools and resources to nurture character, courage, and confidence in children 5-12+, while helping them discover and make optimal choices from their inner awesome (healthy self-esteem). The company is now spearheading a global self-esteem movement founded primarily upon an illustrated adventure chapter-book series: *Jane & Jake’s Adventures to Awesome* for all kids and for all parents, grandparents, educators, homeschoolers, and counselors to assist every child in discovering and making decisions from their inner-awesome “superpowers” (core values): truth, kindness, harmony, forgiveness, giving, love, determination, compassion, strength, and character.