

BOLD Spotlight:

United Way of Southwest Louisiana

Denise Durel

President and CEO



Denise Durel

Tell me about yourself, and your role on the board:

My name is Denise Durel and I am the President/CEO of [United Way of Southwest Louisiana](#). I began my career in the non-profit sector 33 years ago when I accepted an entry level fundraising position with the Muscular Dystrophy Association. After three years with MDA I was promoted to a local director position and oversaw the operation for 15 parishes (counties). Within my second year as the director our local team was named the #1 team in the country. That positioned me to relocate to assume the director position of the two Cincinnati offices, a budget four times the size of my previous responsibilities. Within a year in Cincinnati I was promoted to oversee a region which included districts in Southern Ohio, Kentucky and West Virginia. After 20 years with MDA I accepted a position with United Cerebral Palsy of Greater Cincinnati, which was a United Way funded agency. During my time at UCP I became involved with the UW speaker's bureau. Two years later I was offered the position that I hold today which afforded me the opportunity to move back to Louisiana.

What prompted you to participate in BOLD and join a board?

I wanted to participate in the BOLD program to enhance my skillset of working with board member, not to become a board member.

How has BOLD been of value to you in your time as a board member?

I believe that the BOLD program has helped me to have a full understanding of the duties and responsibilities of board members as well as how to engage them.

What is something that motivates you daily?

Knowing that people are relying on me for their wellbeing.