



Keith DeMello
Director, Communications & Community
Ulupono Initiative

At Ulupono Initiative, Keith is responsible for managing all communications campaigns and programs in support of the impact investment firm's mission to improve the quality of life for the people of Hawaii by working toward solutions that create more locally grown food; increase clean, renewable energy; and promote better management of waste and water. For more information about Ulupono Initiative, visit: <http://ulupono.com/>

Born and raised on Oahu, Keith brings to Ulupono more than two decades of experience in public relations and communications across a wide range of sectors, including corporate, government, nonprofit and information technology. His career includes more than 13 years at Anthology Marketing Group, Hawaii's largest integrated marketing firm, most recently as vice president of public and government affairs. He also served within the Office of the Governor of Hawaii as deputy communications director, collaborating with public information officers across various departments, and within the State of Hawaii Office of Enterprise Technology as senior communications manager, reporting directly to the state chief information officer while handling the agency's communications and legislative coordination.

Keith earned his Bachelor of Arts degree in journalism from the University of Hawaii at Manoa. He is the immediate past president of the Hawaii Chapter of the Public Relations Society of America, a past president of the Hawaii Chapter of the American Marketing Association, and a member of the boards of the Honolulu Zoological Society and Portuguese Chamber of Commerce. He resides in Makiki in Honolulu.