**Janelle Brevard**

**Founding Principal, Strategic Narratives Group, LLC**

Janelle Brevard is a leading voice on the importance of merging storytelling, real estate, and association leadership.

A former journalist and political speechwriter, Janelle is Founding Principal of Strategic Narratives Group, LLC, and an agent with Century 21 New Millennium in Northern Virginia.

Adept at connecting storytelling to organizational and business communications, Janelle was previously Chief Storyteller for the national association, where she built out the first storytelling function within the organization. During her time there, she also hosted the inaugural member podcast, Drive with NAR and co-hosted the Realtor Relief Foundation’s 20th Anniversary Drive. She also served as host of the video series “Presidential Chat.” In 2022, Janelle spoke on the main stage of the Leadership Summit before an audience of 2,000 on the importance of storytelling.

Janelle began her career as a congressional reporter for The Associated Press and later became a speechwriter to some of the nation’s most notable political figures, including Sen. Elizabeth Dole and Secretary of State Condoleezza Rice.

Today, Janelle is a frequent speaker, coach, and facilitator for associations across the country.

She and her husband Brad reside in Virginia and are the parents of five children, BJ, Cole, Brooklyn, Maximus, and Ian as well as one fur baby, Prince.