

Barbara Dunlay, MBC



Barbara Dunlay brings more than 40 years of communication experience to Siegfried Dunlay. As co-founder of the business, Barbara serves as president. For more than 20 years, Barbara worked her way up to Senior Director of Communications at Honeywell, a Fortune 500 global manufacturing company where she honed strategic skills in creating communication plans, developing key messages, leading crisis teams and serving as national spokesperson. Launching the Siegfried Dunlay business has provided opportunities to work with an incredible list of clients across all industries and in a variety of communication disciplines from employee communication to leadership effectiveness and public relations to marketing communications.

Throughout her career Barbara has been recognized for her strong interpersonal skills and work

as a people leader and a high-energy, enthusiastic professional with extensive expertise driving programs to deliver results. With a passion for coaching and ability to provide valued feedback, she is known as a trusted advisor to executives. She is highly motivated, bringing passion and energy to her work. She has earned a reputation as a detail and results-oriented professional known for achieving measurable results.

She holds a master's degree in business communication from the University of St. Thomas in St. Paul, Minn. She also earned a certificate in public relations from the St. Thomas Graduate School of Business. Her bachelor's degree is in organizational management and communication from Concordia College in St. Paul, Minn.

Barbara enjoys mentoring young people to find their potential and sharing what she's learned throughout her career. She pursues an active life of traveling, entertaining, biking and boating on Lake Minnetonka with family and friends and gets great joy from her flourishing flower gardens.

Certifications

Coaching to Excellence (New Ventures West)

Crucial Conversations (VitalSmart)

Top Talent Themes from StrengthFinders

Positivity, Achiever, Developer, Individualization, Empathy

Janell Siegfried, ABC

