

Ryan LaCanfora

Integrated Marketing Specialist – West Coast Region
Crescendo Interactive, Inc.

Ryan LaCanfora serves as the Assistant Vice President and Integrated marketing specialist for the West Coast Region at Crescendo Interactive, where he leads comprehensive gift planning integrated marketing services tailored for all non-profit organizations. With an expert touch, he guides nonprofits in harnessing the power of integrated marketing and building dynamic planned giving initiatives. Ryan is an active speaker and educator, sharing his expertise in eMarketing, gift planning, and fostering donor relationships through engaging seminars. Bringing a wealth of experience from the business arena, Ryan has a background of 5 years in project management coupled with specialized expertise in accounting. Ryan holds a Bachelor of Science degree in Business Management & Administration from Grand Canyon University.