



BIOGRAPHY

Brian Hartlove

Brian Hartlove serves as Director of Communications and Marketing at the Ductile Iron Pipe Research Association (DIPRA), a trade association providing research, publications, and advisory services to the water industry. He joined DIPRA in 2020 and is responsible for developing and executing DIPRA's communications and marketing strategy in alignment with the association's public affairs initiatives. He serves to advance the association's position with constituents and drive broader awareness of Ductile iron pipe as the best choice for water infrastructure.

Brian has more than 25 years of experience in multi-channel marketing for both professional service organizations and top brand product companies. He has led initiatives to reinvent and integrate marketing and communications strategies, improve digital marketing capabilities, and achieve growth in brand awareness and social media presence.

Brian has both a Bachelor of Science degree and a Master of Science degree from West Virginia University. He is a member of the American Water Works Association (AWWA). Prior to joining DIPRA, Brian worked for the Water Environment Federation (WEF); the University of Maryland University College; Weber Shandwick, where he led digital communications programs for clients, including the former CH2M HILL OMI, Inc.; and several non-profit organizations.