

Influential Women Features Patty G. Blandford as a Leader in Digital Strategy and Innovation

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Driving Transformative Digital Experiences
Through Innovation, Inclusivity, and
People-Centered Leadership

Influential Women proudly announces the inclusion of Patty G. Blandford in its distinguished 2025 series, recognizing her as an accomplished digital strategist and manager with extensive experience in data analytics, content strategy, and web modernization across the federal and academic sectors.

Patty's career journey is both inspiring and unconventional. She began her professional life in Hispanic literature and culture, earning a B.A. in Cultural Studies and Cultural Management from

Universidad del Claustro de Sor Juana and an M.A. in Hispanic Literatures and Cultures from The Catholic University of America. Early in her career, she took a summer job translating The University's website into Spanish, which led to an opportunity to translate for Pope Francis during his campus visit — an award-winning project that ultimately shifted her career path from academia to digital marketing.

Currently pursuing an M.S. in Management at the University of Illinois Gies College of Business, Patty combines her academic background with agile certifications and more than a decade of professional experience to drive high-impact digital initiatives.

At ICF, Patty leads a skilled team dedicated to transforming digital experiences through SEO, content strategy, and agile methodologies, integrating project and product management with a data-driven approach that delivers measurable results on complex projects. Her leadership balances technical expertise with a people-centered philosophy, fostering collaboration,



mentorship, and innovation.

Patty also provides remote consulting for federal government agencies, including the CDC, NIH, and SAMHSA, advising on marketing, website design, branding, SEO, process improvements, and security considerations. She emphasizes the rewarding nature of this mission-driven work while navigating the challenges of limited budgets and tight timelines.

Reflecting on her approach to digital strategy, Patty says: “I’m a digital strategist, fixer, and systems thinker who gets things done, even in the messiest, most complex environments. With 15+ years in project management, 10+ in digital strategy and analytics, and over 7 years consulting in the federal space, I know how to turn big ideas into clear, measurable action. I’ve led everything from full-site content overhauls and product launches to multi-agency collaborations and digital modernization efforts. My sweet spot? Connecting the dots across UX, content, SEO, and data, taking a deep breath, and then building the workflows, teams, and governance needed to keep it all running.”

Patty emphasizes that strategy is her foundation and execution is her strength. She cares deeply about results, but also about people — how teams communicate, how users experience their work, and how projects remain sustainable beyond launch. She thrives in dynamic, collaborative environments where innovation and teamwork drive meaningful outcomes, noting, “Let’s make something better, together.”

Patty credits the best career advice she has received to aligning her actions with her personal values, stating: “The right opportunities—and decisions—follow when you lead with your values and kindness.” Patty believes in the importance of kindness and honesty in building trust and meaningful relationships. Her work philosophy is grounded in continuous learning, equity, and balance, striving to innovate while also making space for family, creativity, and personal growth.

Fluent in English and Spanish and proficient in German, Patty brings a global and inclusive perspective to all her projects. She thrives on helping organizations streamline operations, prioritize tasks, and deliver user-centered solutions that make a measurable impact.

Through her expertise, mentorship, and people-focused approach, Patty G. Blandford continues to redefine digital strategy across federal and academic sectors, empowering organizations to achieve meaningful results while fostering collaboration, sustainability, and innovation.

Learn More about Patty G Blandford:

Through her Influential Women profile, <https://influentialwomen.com/connect/patty-blandford>

Influential Women

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