

Darcy Keller
Head of Corporate Communications
Dimensional Fund Advisors



Darcy Keller is a skilled and dynamic global communications and marketing executive with a strong track record of conceiving and delivering strategic, international campaigns across a wide range of areas, including integrated marketing and communications, reputation, crisis and change management, financial PR, media relations, brand, event and experiential marketing, social media, branded content, thought leadership, partnerships, influencer engagement and employee communications. She has managed large international teams in London, New York, Hong Kong, Austin and Manila, and is a recognized cultivator of world-class talent and a collaborative culture.

Keller joined Dimensional Fund Advisors in 2018 as Head of Corporate Communications, with global responsibility for the firm’s internal and external communications, including public and media relations, social media and integrated marketing.

Prior to that she was Chief Communications & Marketing Officer at the Financial Times, where she spent 11 years in senior leadership positions and served on its board of directors.

During her tenure, Keller helped the FT navigate the shift from print to digital and grow its global reputation, readership and profits during a highly disruptive time for the media industry. It gained a wide reputation for leadership and innovation during that time and was honored with many industry awards, including Media Brand of the Year (2015 & 2017) and Media Company of the Year (2017) at the British Media Awards, Most Innovative Publisher at the Drum Digital Trading Awards (2015), and Publisher of the Year at the Digiday Awards Europe (2016).

The FT communications and marketing team has also earned many honors on her watch, including Marketing Team of the Year at the British Media Awards (2017), PR Week Awards for Global In-House Team of the Year (2015 & 2017) and Best Employee Communications Campaign (2014), Best Brand Awareness Campaign at the International News Media Association Global Media Awards (2017), a MarCom Platinum Award (2015), PR Daily’s Media Relations Award (2016) and more. The team’s work also appeared twice in Campaign magazine’s [‘Top 10 press ads of 2016’](#).

Keller previously served as Senior Vice President of Corporate Affairs for the Professional division of Pearson, the FT’s parent company until 2015.

Earlier in her career she developed programs at The Paley Center for Media’s industry think tank, the Media Council. Prior to that, she worked for the late Liz Carpenter, a renowned journalist, author and former press secretary to Lady Bird Johnson.

Keller serves on the board of [The Arthur W. Page Society](#) and is a member of Wisemen and PR Seminar. She has featured in PR Week’s Global Power Book (2015, 2016, 2017, 2018), The Holmes Report’s “Influence 100” list (2017) and was named one of FOLIO: magazine’s ‘Top Women in Media’

(2015). While at the FT, she also served on the executive committee of [Digital Content Next](#), an influential media industry trade organization.

Keller holds a BA in journalism from the University of Texas at Austin where she was a senior fellow in the College of Communication and graduated with high honors.

She resides in Austin with her husband Jarrett, daughter Joni and their cat Pepino.

Find her on Twitter at [@darcyday](#) and LinkedIn at [linkedin.com/in/darcykeller](https://www.linkedin.com/in/darcykeller).