

Darcy Ann Flanders

Brand Visionary and
Creative Leader



Darcy Ann Flanders is a creative strategist and business leader with over 35 years of experience helping brands achieve their goals through design and branding. She is passionate about empowering women-owned businesses to thrive and succeed.

As the founder and chief brand strategist of BaselineGroupNY, Darcy combines her extensive expertise with a collaborative approach to create visually impactful solutions tailored to clients' needs. She has the unique ability to understand client goals and translate them into creative, targeted digital and print solutions that not only address current challenges but also pave the way for ongoing success.

Her leadership fosters an environment of creativity, excellence, and responsiveness. Her ability to inspire her team, alongside her unwavering commitment to client satisfaction, has made Baseline an invaluable partner, consistently delivering high-quality work that exceeds expectations and meets budgets and deadlines.

Darcy's impressive client list includes Capital One, Citi Private Bank, WBEC Metro NY and DMV, Rutgers Business School, Northwell Health, and Webster Bank. She is also deeply committed to supporting fellow MWBEs, working with businesses such as JURISolutions Legal (JSL), Mrs. Paper, and Winston Strategic Partners to help them grow and develop their brands.

In recognition of her leadership and contributions, Darcy has received numerous awards throughout her career. Most recently, she received the prestigious WBE Star Award for 2025, presented by the Women's Business Enterprise National Council (WBENC). This award honors exemplary women business leaders who have demonstrated exceptional vision, business acumen, and influence in their fields. Darcy and her team have also earned accolades from the Financial Communications Society, MUSE Awards, Graphic Design USA, and Step Inside Design, as well as the "Best of 2020 Manhattan" award for Branding and Digital Design.



Darcy has been WBENC-certified since 2004 and is an active member and sponsor of WBENC-NY. She currently serves on the WBENC Forum and Marketing Team, sharing her expertise and representing the voice of WBEs within the network.

In 2025, Darcy received The WBE Star Award — the nation's top recognition for excellence among women-owned businesses.

baselinegroupny

BRANDING | STORY | DESIGN | DIGITAL

For over 28 years, BaselineGroupNY has been a trusted creative partner to leading and emerging brands through collaboration, communication, and execution. **We're not just a creative services agency, we're a strategic partner.**

Whether it's an ad-hoc request, logo refresh, website, or scaling up your team, **our flexible model is tailored to provide the right support at the right time.**