



Daniel John Loden

January 30, 1947 - July 21, 2021

Daniel John Loden passed away on July 21, 2021 from complications of Parkinson's Disease. John battled PD for almost 10 years and was one of the founding members of Rock Steady Boxing in Napa, California – a fitness program developed specifically for people with Parkinson's Disease.

John was born on January 30, 1947 to Daniel and Elizabeth Loden in Baltimore, MD. He graduated from Loyola High School in 1965 and Colgate University in 1969. He went on to do graduate work at the Annenberg School of Communications, University of Pennsylvania. Immediately after college, John moved to New York City where he began his life long career in advertising/communications. His starting position was as an account executive at J. Walter Thompson. He also worked for many years as a product manager and director of new products at Bristol Myers Squibb in New York City. He concluded his career in San Francisco as Senior Vice President and later President and Chief Executive Officer of Foote, Cone & Belding Health Care.

In 1972, John met his future wife Marilyn while attending a "singles" event on Manhattan's Upper East Side. Together, they forged a loving and devoted relationship that lasted a lifetime. Their mutual love of dogs, travel and the Napa Valley influenced many of their life choices beginning in 1986 when they decided to leave New York City and relocate to San Francisco.

John's beliefs in social justice and the importance of corporate integrity shaped his opinions and actions. They also provided crucial support for his wife's work as a diversity advocate. According to Marilyn: "John was a true feminist. He believed in gender equality and lived that belief every day."

Among his favored pastimes was writing. In 1992, he published *Megabrands: How to Build Them - How to Beat Them* (Homewood, IL: Business One Irwin, 1992). Recently, he was at work on an environmental thriller titled: *The Darwin Dilemma*. John was also involved in

fund raising efforts to support Napa's local hospital: Queen of the Valley Medical Center. For several years, he worked with the hospital's foundation to create major donor giving promotions in support of the hospital's many new medical initiatives.

John was a benefactor for many causes including environmental protection, animal rights and first amendment freedom. He possessed an inquisitive mind and pursued knowledge and truth wherever they led him. Friends often described him as "kind, thoughtful and possessing great integrity." He will also be remembered for his dry wit. Over more than four decades, John worked with many colleagues who credit him as an important mentor and thought leader. He is missed by friends and family – many of whom deem him "irreplaceable."

John was predeceased by his parents and youngest sister, Elizabeth Christian. He is survived by his wife as well as his sister, Kathleen Barbuti of Parkville, MD.

Donations in his memory can be made to Democracy Now! – an independent global news organization that is listener supported.

Cemetery Details

Cremated remains to family.