Katrina McGhee

Executive Vice President and Chief Marketing Officer

Katrina McGhee was named executive vice president and chief marketing officer in September 2010 after serving as Susan G. Komen for the Cure®'s senior vice president, global business development and partnerships. As EVP and CMO, McGhee is responsible for Komen's global marketing, communications, events, multicultural marketing, new business strategies and cause marketing programs, along with oversight of more than 200 corporate partnerships, more than 140 Susan G. Komen Race for the Cure® Series events, millions of donors and more than $350 million in annual revenue. Her leadership has been significant in the organization's investment of more than $1.9 billion in breast cancer research, education, screening and treatment for breast cancer since inception. She brings to her role a passion for making a difference, dedication to excellence and ability to inspire others.

McGhee is a well-known expert in marketing, cause marketing and new business development, with numerous awards and honors: The *NonProfit Times* named McGhee to the Top 50 Power and Influence list for the second consecutive year in 2011. She also was named among the Top 20 Minority Business Leaders in 2009 by the *Dallas Business Journal*, and received the 2008 Corporate Social Responsibility Pioneer of the Year from *PRNews*.

As Komen's senior vice president of global business development and partnerships, she led the organization's cause marketing programs, corporate sponsorships and global development efforts. She is a leader in the organization's inclusion efforts, including outreach to diverse audiences through Lazos que Perduran, Komen's Latina program, and as creator of Komen's African American program, Circle of Promise. In addition to her role as board member of the National African American Women's Leadership Institute, McGhee is an active member of The Links, Incorporated, and a member of the American Marketing Association, the National Black MBA Association, and the National Association of Female Executives.

She provides strategic consultation for Susan G. Komen for the Cure's Affiliates and global partners in Africa, the Middle East, Europe, Canada and the Caribbean. Additionally, she serves as an international trainer and media spokesperson, having represented the organization in television documentaries, magazine articles, and various online forums.

McGhee enjoys sharing her knowledge with others by serving as a guest lecturer at universities and high schools across the country, and is often tapped to speak to national organizations including the American Marketing Association, the Promotions Marketing Association and the Cause Marketing Forum. She represented Dallas as a Marshall Memorial Fellow in 2008, participating in a coveted four-week program that allows emerging leaders from the United States and other countries to familiarize themselves with societies, institutions and people in European countries.

McGhee joined Susan G. Komen for the Cure in 2006 as director, cause marketing after serving as director of marketing for the American Heart Association national center.

She received her Bachelor of Science in accounting from Southern University in Baton Rouge, La., and an MBA in marketing from the University of Texas at Arlington.

She is the proud mom of one son who recently graduated from the University of Texas at Austin.