

---

## Emily Callahan

### Vice President, Marketing

---



As vice president of marketing for Susan G. Komen for the Cure®, Emily Callahan oversees the organization's marketing function including communications, public relations, interactive media, event-planning, brand marketing and advertising.

In addition to leading the strategic planning and implementation for vital events such as the Susan G. Komen Global Race for the Cure, the 150-stop mobile engagement tour and the organization's annual Affiliate Leadership Conference, Callahan guides Komen's ongoing efforts to identify, cultivate and strengthen relationships with key constituents of the organization, such as top-tier media outlets, corporate partners, major donors, grant recipients and celebrities.

Callahan also provides communications counsel to the organization's executive committee and 125 Affiliates on all organizational initiatives and issues.

Callahan was the chief architect of the organization's observance of its 25<sup>th</sup> anniversary and was instrumental in coordinating the related roll-out of its new brand components. In November 2007, Callahan was named Nonprofit Public Relations Director of the Year by *PR News*, the top trade publication for public relations and marketing professionals. In 2008, *PR News* named her a Corporate Social Responsibility (CSR) Pioneer of the year in the category of CSR Executives. Callahan joined Komen in 2004 as the public relations manager.

Prior to joining Komen, Callahan was a supervisor at the Dallas office of Edelman, the world's largest independent public relations firm. She was responsible for strategic counsel, planning and day-to-day implementation for accounts totaling nearly \$1 million in annual billings from global corporations like oil and chemical giant, Kerr-McGee, to small start-ups. She has experience in all aspects of public relations and marketing, from corporate positioning and reputation management to employee communications and new product and service launches. Prior to Edelman, she was responsible for large-scale event planning and public relations for the Heart O' Texas Fair Complex and worked as a newspaper reporter in Oklahoma.

Callahan earned a bachelor's degree in journalism from Baylor University. She graduated summa cum laude with a master's degree in journalism from the University of North Texas (UNT) where her studies on trauma and the media were selected for presentation at the Southeast Symposium for Journalism and Mass Communications. She has previously served UNT as an adjunct professor in the graduate journalism program and was named the 2006 graduate alumni "Rising Star." Outside of her professional responsibilities, she and her husband work with Dallas-area youth.