

## Katrina McGhee

### Senior Vice President, Global Business Development & Partnerships

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As senior vice president of global business development and partnerships for Susan G. Komen for the Cure®, Katrina McGhee oversees the organization's cause marketing programs and corporate sponsorships in addition to leading and developing global efforts to engage new audiences with the organization. She provides strategic direction for more than 250 corporate relationships currently in the Komen for the Cure portfolio and enjoys sharing her knowledge with others by serving as a speaker for national organizations such as the Promotions Marketing Association, Cause Marketing Forum and the Event and Arena Marketers Association.

McGhee also serves as a strategic consultant for Susan G. Komen for the Cure's Affiliates and international partners including Ghana, where she met with thought leaders and potential Susan G. Komen for the Cure community health grant recipients. She was awarded the coveted Marshall Memorial Fellowship in 2008 and participated in a 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.

Through her passion for making a difference, dedication to excellence and ability to inspire others, McGhee supports Komen in developing and implementing new ideas, cultivating and leveraging strategic relationships, and expanding and diversifying funding sources. McGhee was recognized in 2009 by the *Dallas Business Journal* as a Minority Business Leader in the category of Minority Corporate Executives and in 2008 by *PR News* as a Corporate Social Responsibility (CSR) Pioneer of the Year in the category of CSR Executives.

McGhee joined Susan G. Komen for the Cure in 2006 as director of cause related marketing. In this position, McGhee was responsible for development, oversight and staff management of relationships and programs with Susan G. Komen for the Cure's corporate partners and their cause related marketing initiatives. She provided counsel to the organization's Affiliate Network to develop and implement cause programs, partnerships and events to generate revenue.

Before joining Komen, McGhee spent a number of years at the American Heart Association national center as the director of marketing. During her tenure, McGhee developed, launched and managed a number of public health campaigns including *Choose to Move* and *Take Wellness to Heart*. McGhee was one of the first to receive significant pharmaceutical funding of long-term national health awareness programs. Prior to her work with AHA, McGhee managed a number of campaigns targeted at minority audiences and Fortune 500 companies to promote community involvement.

McGhee 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 a member of the American Marketing Association and National Association of Female Executives.