
Margo K. Lucero

Vice President, Business Development and Partnerships



As vice president, business development and partnerships for Susan G. Komen for the Cure®, Margo K. Lucero is responsible for directing a team that generates more than \$50 million annually through cause-related marketing and by developing philanthropic opportunities for strategic partnerships. Lucero's primary responsibility is to develop overall corporate relations strategies for the identification and solicitation of prospective global organizations through cause-related marketing, sponsorship and development opportunities. She shares her enthusiasm for the Komen promise to save lives and end breast cancer forever, ability to build and strengthen relationships, and capacity to motivate others.

Lucero brings a wealth of marketing experience to Komen from a variety of large corporations such as Aegon USA, Austin-Tetra (division of Equifax) and i2 Technologies, Inc. At Aegon USA, she established core business partnerships with Fortune 1000 companies to increase revenue to their customer base including ExxonMobil, Citibank and TransUnion resulting in more than \$15 million annually. In addition, she implemented best-practices for the sales and marketing organization to increase customer acquisitions and lead generations, resulting in a revenue increase of more than 20 percent.

Lucero received her executive MBA from the University of Texas at Dallas and her Bachelor of Arts in communicative disorders and communication from the University of New Mexico in Albuquerque, N.M.