

# League of California Community Foundations

2 May 2018

League Members,

The League of California Community Foundations named Bay Area social marketer and strategist Mary O'Connell as our new executive director of the League. Mary succeeds Patricia Jones who is leaving the day-to-day operations, but will continue to serve as an advisor to the League.



In 2016, Mary led branding and advocacy for San Francisco-based NextGen Climate (now NextGen America) focusing on voter registration and participation in California and other states. Before NextGen, Mary spent nearly two decades as head of brand communications, partnerships and social marketing for The Clorox Company, working with The Children's Health Fund, Girls, Inc., Families Fighting Flu, Partnership for a Healthy America, the Centers for Disease Control and dozens of other organizations. Her work has won numerous honors, including PR Week's Communicator of the Year, iMedia's Top 25 and Advertising Age's Woman to Watch.

Mary started her career in journalism in Chicago and worked at news stations in Dallas, San Francisco and Milwaukee before joining CBS News as a producer. She has served as a communications advisor to UNICEF and has lectured at the Haas School of Business and University of San Francisco. She holds a master's degree in journalism from Northwestern University and completed her undergraduate work at Miami University (Ohio).

We are so deeply grateful for the vision and the leadership that Patricia has brought to the League during a period of tremendous change and growth; she has been our touchstone. We feel fortunate to have found our way to Mary who not only will continue the important work started by Patricia, but will bring with her the experience of a career spent at the intersection of branding, nonprofit advocacy and media.

Mary will be at the May Meeting. She can be reached at [Mary@lccf.org](mailto:Mary@lccf.org)

A handwritten signature in black ink, appearing to read 'Linda Cutler'. The signature is fluid and cursive, written on a light-colored background.

Linda Cutler, League Chair