

**Dana Brown**

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**Senior Vice President, Chief Strategy & Operations Officer**



As Senior Vice President, Chief Strategy & Operations Officer for Susan G. Komen®, Dana Brown is responsible for leading the development of the strategic plan and implementation of the operational framework across the organization. Brown will guide overall strategy, operations, individual engagement through direct and digital marketing, business intelligence and information technology for Komen's headquarters as well as its global network of Affiliates. Brown will be responsible for establishing and implementing a national digital strategy, data and content strategy, and individual engagement strategy that expands Komen's ability to attract and retain key partners, donors and volunteers.

Brown brings to Komen over 30 years of experience in both non-profit and for-profit marketing, product management, information technology and digital engagement, business development and fundraising. She comes to Komen from United Way Worldwide, the world's largest privately funded non-profit organization, where she served as the organization's Senior Vice President & Chief Digital Officer. Brown was responsible for leading the digital transformation at United Way, enabling the organization to meet the challenges of a mobile-first world, new competitors and methods of donor engagement and fundraising.

Brown previously served as founder of The Octane Group, Inc., Chief Marketing & Business Development Officer at Ignite Technologies, Chief Executive Officer at Ipsum Networks, Inc. and Co-Founder and Chief Marketing & Business Development Officer at MetaSolv Software, Inc.

Brown received her Bachelor's of Science in Computer Science & Accounting from Southwest Baptist University where she graduated summa cum laude.