



NEWS RELEASE

MERCY CORPS NAMES ADRIENNE KARECKI CHIEF DEVELOPMENT & MARKETING OFFICER

Karecki joins executive team to lead the organization's fundraising, communications and creative efforts

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ABOUT MERCY CORPS

- Leading global organization powered by the belief that a better world is possible
- Empowering people to survive through crisis, build better lives and transform their communities for good
- Meeting the urgent needs of today through emergency response and disaster preparedness
- Building a stronger tomorrow by connecting people to the resources they need to strengthen their community from within
- About 5,000 team members reaching nearly 22 million people
- \$436.6 million total operating revenue in FY2017; 87% channeled directly into programs in more than 40 countries

MEDIA CONTACT

Claire-Elizabeth Gonnard
Media Relations Associate
cgonnard@mercy Corps.org
Tel. 202.469.8484
skype Claire.gonnard1

mercy Corps.org

PORTLAND, Ore. – The global organization [Mercy Corps](http://mercy Corps) has appointed Adrienne Karecki to the position of Chief Development & Marketing Officer effective August 1, 2018. Karecki will head the Resource Development department and oversee its fundraising and strategic communications outreach. Her team includes several dozen gift officers, web developers, marketers and media relations strategists. Karecki will report directly to Mercy Corps Chief Executive Officer, Neal Keny-Guyer.

"We are deeply excited to have Adrienne assume this new role at Mercy Corps," says Keny-Guyer. "Karecki is an innovative thinker with more than 20 years of experience in the nonprofit sector both in the U.S. and abroad. She has a combination of marketing and communication talents, honed at Wieden + Kennedy and at the Nike Foundation, as well as a keen, front-line understanding of some of the most challenging issues facing the world's poorest countries. This mix makes her unique among her peers and ensures outstanding leadership at Mercy Corps."

Karecki joined Mercy Corps in 2015 and has served as the Regional Director for West, Central and North Africa. Prior to Mercy Corps, she served in several business, fundraising, and marketing leadership roles, including Senior Brand and Creative Initiatives Manager at the Nike Foundation working on the Girl Effect, and the Senior Director of Social Enterprises & Employment Services at Central City Concern in Portland.

She succeeds Graham Craft, who has served as the Acting Chief Marketing and Development Officer since July 2017.