

Brian Cowart
ALSAC/St. Jude Children's Research Hospital

Brian Cowart currently serves as the Senior Director of Mail Acquisition and Donor Retention for ALSAC/St. Jude Children's Research Hospital. In his current role, Brian is focused on providing strategic direction and oversight of various acquisition and donor cultivation programs in order to maximize revenue generation and enhance the donors' relationship with the organization.

Prior to joining ALSAC/St. Jude Children's Research Hospital, Brian served as Renewals Manager and then the Director of Direct Marketing at CARE. While at CARE, he helped strengthen the donor file, enhance segmentation strategies, and develop several new initiatives and programs to generate increased revenue.

Brian is a graduate of the University of Virginia and enjoys working with his peers to help the direct marketing industry reach out and engage more people in the important work of charitable organizations. He currently serves as the chairman of the DMA Nonprofit Federation's Awards and Recognition Committee. Other honors include being selected as one of Fundraising Success Magazine's Fundraising Professionals of the Year and selected as one of The NonProfit Times World's Best Fundraisers.