

Karen Gleason

Karen Gleason leads Mass Market CRM for the American Cancer Society's national office. In this role, she is responsible for building donor loyalty, expanding revenue and improving retention across key mass market constituents. Karen is an accomplished, highly-motivated marketing professional with a strong ability to develop successful strategic marketing initiatives. She combines business savvy with outstanding communication skills and a 'roll-up-the-sleeves' type approach.

Prior to joining the American Cancer Society, Karen served as Group VP, Customer Relationship Marketing at the Arthritis Foundation and in an Account services role at Grizzard. Karen was recently appointed to the Advisory Council of the DMA Nonprofit Federation.