

Kim Walker
Director of Direct Mail, Memorial Sloan-Kettering Cancer Center

As Director of Direct Mail for Memorial Sloan-Kettering Cancer Center, Kim Walker is responsible for the planning, creation, implementation and analysis of the comprehensive direct mail campaign. With over 25 years experience in the direct mail industry, Kim has worked in the for-profit as well as the not-for-profit arenas. Kim started in the catalog business with Philips-Van Heusen, producing a catalog devoted to men's shirts. Prior to joining MSKCC she was with the nonprofit organization Lighthouse International, first as Director of Marketing and Merchandising for their catalog devoted to low vision products for Lighthouse International, then as Director of Direct Mail Fundraising. Kim was President of the Direct Mail Fundraiser's Association (DMFA) in FY 2007-2008. Currently she is on the advisory council of the Direct Marketing Association Nonprofit Federation.