



# Katie O'Brien

## Director, National Campaigns and Marketing Operation Make-A-Wish® America

Katie is a mission-driven global marketer and creative problem solver specializing in consumer and B2B engagement that drives growth and revenue for non-profit and for-profit brands.

Her own path to purpose began at New Balance Athletic Shoe, where she led partnership and cause initiatives with the Komen Foundation, expanding their pink ribbon product collection and evolving grassroots local efforts into a national retail campaign. From there, she spent over a decade in global sports and the Olympic Movement, working directly for the U.S. Olympic & Paralympic Committee, and advising brands such as Hilton Worldwide, Dow Chemical, Liberty Mutual Insurance, MilkPEP and Citi on leveraging their Olympic partnerships to achieve business goals and maximize ROI.

Most recently she was the National Marketing Director for Wounded Warrior Project, leading Warrior Engagement, Donor Engagement, Digital Marketing, Creative Services, and eCommerce efforts. She has volunteered as an Advisory Board Member for Classroom Champions—an educational non-profit that uses scaled athlete mentorship to foster life skills among at-risk school age children—since its inception in 2010.

Katie is a firm believer that marketing is equal parts art and science, driven by business goals, challenges, and opportunities. She excels at bringing a vision to life, often building something out of nothing, and delivering under pressure. At Make-A-Wish, Katie has been charged with spearheading the acceleration and transformation of enterprise-wide “drive periods” as well as leading brand health and tracking initiatives. She recently completed a strategic evaluation and assessment of non-profit mass market campaigns and the World Wish Day (WWD) opportunity, building a business case for WWD as a transformational revenue driver in 2023 and beyond.

A born-and-bred Boston sports fan, Katie currently resides in enemy territory in New Jersey. She is a proud Friar alum, having earned a bachelor's degree in Marketing from Providence College. An outdoor enthusiast and avid traveler, she enjoys spending time with family and friends on the beaches of Cape Cod and Martha's Vineyard, and the mountains of Colorado.

### Session(s)

Aligning Development and Marketing to Drive Revenue  
World Wish Day FY23 and Beyond

