



AM> | AMERICAN MARKETING
ASSOCIATION
Washington DC

AMADC 2024-25 Board of Directors



www.amadc.org

Cathy Johnson

President

Cathy Johnson is a senior marketing and communications leader with over 25 years of experience in marketing, events, public relations, and broadcasting. She has spent the last 20 years establishing and growing marketing and communication departments for firms in the risk management, security, and investigations space. Her extensive background includes senior leadership roles at several prestigious risk management firms in D.C. and London, including TDI, Stroz Friedberg, Kroll, and Control Risks. Prior to this, Cathy was in radio, first as a creative services director and then as a news director and on-air personality.

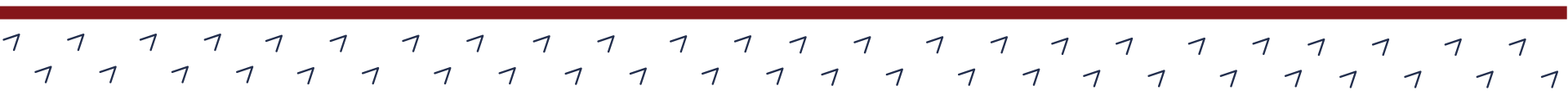
Cathy holds a Master of Professional Studies in Integrated Marketing Communications from Georgetown University School of Continuing Studies, a BA in Radio & Television from the University of Central Florida, and she recently completed the Leading Professional Services Firms program at Harvard Business School Executive Education. She is also certified in Google Analytics, Inbound Marketing, and SEO.

In addition to her professional achievements, Cathy has been actively involved in volunteering, serving as a mentor and advisor with the American Marketing Association in Washington, D.C., and chairing the Women in Security Engagement Subcommittee as a part of the State Department's Overseas Security Advisory Council (OSAC).



President Roles and Responsibilities

The President is held accountable for all chapter responsibilities and directs and leads the board of directors who govern the local chapter of the Washington, DC Chapter of the American Marketing Association on behalf of its membership.



Laura Genovese

Secretary

Laura Genovese, founder of Genovese Consulting, focuses her business and career on Association and Non-profit management. She partners with growth-oriented, change-agent organizations that are working to enhance or create something stellar for their members—working alongside them to strategically and intentionally achieve their goals and visions.

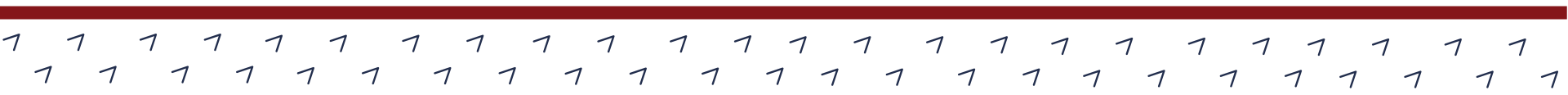
Laura has always had a passion for the Association world. Prior to Genovese Consulting, she served as the Education Program Manager for NACS, where she managed the growth of their educational conferences and meetings through program development, speaker management and onsite production. Laura also worked with Potomac Management Resources, an association management company, where she worked very closely with a variety of board of directors and committees, allowing her to gain extensive knowledge within event planning, member services, communications and more.

Laura received her B.A. in Communication from George Mason University and holds her Certified Association Executive (CAE) certification through ASAE, the American Society of Association Executives.



Secretary Roles and Responsibilities

The Secretary will document leadership team meetings, including agenda formation and ensuring all action steps are recorded and achieved.



Kara Christ

VP, Sponsorship

Kara Christ currently serves as the Vice President, Head of Corporate Marketing at CCS Fundraising. She is a passionate marketer skilled in branding strategy, digital experiences, business and relationship development, campaigns implementation, and managing cross-functional internal and external teams.

With over 13 years experience delivering successful marketing programs to organizations such as the American Red Cross, KPMG, and Alliance Bernstein, Kara is regarded as having strong leadership, communication, and interpersonal skills. She brings an analytical eye for detail and a solutions-oriented approach to problem-solving and achieving an organization's goals.

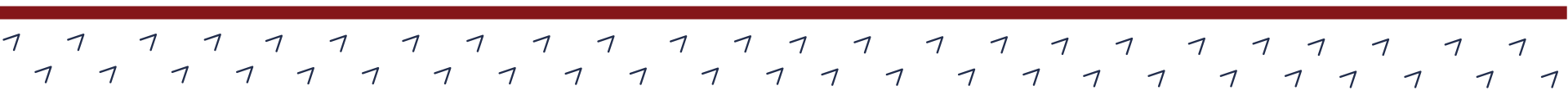
Kara is proud to serve on the boards of the American Marketing Association, Washington, DC Chapter and the Pinewood Greens Homeowners Association. She is also passionate about volunteering and regularly donates her time teaching financial literacy (United Bank), mentoring high school students (Urban Alliance), reading to kindergarten children (KFFL), and giving blood at local blood drives (American Red Cross).

Kara considers herself a “double-bulldog” having received an MBA from Georgetown University - McDonough School of Business and a BA in Journalism from the University of Georgia.



VP, Sponsorship Roles and Responsibilities

Responsible for leading efforts to develop and grow strategic relationships with AMADC that will ultimately enhance programming experiences and membership value. Responsibilities include: structuring program benefits; measuring value proposition; and guiding Board need assessments and strategy.



Mónica Malavé

VP, Digital Communications & Social Media

Mónica is a creative and marketing professional with 35+ years in marketing, 15 of those years in Executive Management, leading the marketing departments of several credit unions in the Washington DC area.

Mónica's specialties are Strategic Planning, Corporate Branding, Social Media Management, and Content Marketing along with technical and creative digital marketing strategy development and execution. She launched her own Award-winning Marketing and Branding Agency, Elevate It Now® in 2014 after realizing that she wanted to help folks truly elevate their businesses and goals. Mónica is an Adobe Express Ambassador and uses her platforms to educate others on all things marketing, branding, content, and best business practices.

Mónica has been a member of AMADC for many years and currently serves on the Board as VP of Communications. She has been a part of the Marketing Mentor Network for four years, three as a mentor, and currently is part of the leadership team.

Having graduated Magna Cum Laude, with a Bachelor of Arts in Marketing Management, Mónica continues her growth and development in the latest innovative marketing strategies to provide her clients with a marketing strategy that are data and results driven.

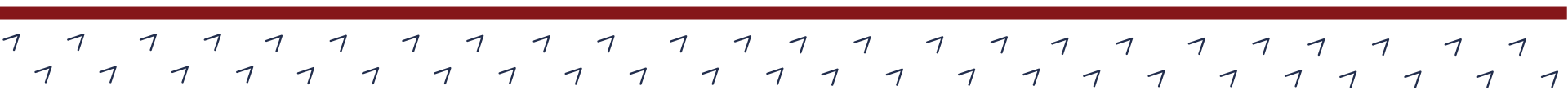
Originally from Puerto Rico, Mónica has always had a passion for marketing and all things creative. She uses this knowledge and experience to Elevate her clients' Marketing presence so they can achieve their goals and exist tomorrow.



VP, Digital Communications & Social Media

Roles and Responsibilities

Responsible for focusing on raising awareness of all AMADC efforts outside of the current membership channels. This role will also lead the Communications committee, which will include Social Media, Newsletter and Email communication channels.



Julia Wilton

VP, Web Strategy

Julia Wilton is a dynamic marketing and communications executive with over 25 years experience championing brand growth for global organizations across the communications industry. Her instinctive problem-solving mindset and knack for distilling technical ideas into executable strategy enable her to deliver transformational results while creating a shared vision for marketing.

Julia is the Founder and Chief Strategist of Maple Leaf Communications LLC (MLC), an innovative marketing communications firm that provides fractional marketing leadership and support to technology organizations. Leveraging a deep understanding of the customer experience and challenges faced in a B2B, B2G and B2C environment, Julia and her team thoughtfully craft and flawlessly implement goal-aligned, digital-first marketing strategies that redefine and elevate a brand's presence.

Previously, Julia drove award-winning programs and global marketing and communications strategy as Executive Director, Corporate and Marketing Communications at Iridium after successfully leading the brand through an IPO. As Director of Marketing at WorldCell, Julia achieved brand expansion across 28 countries and at Stratos Global she effectively navigated the company through multiple post-acquisition brand integrations.

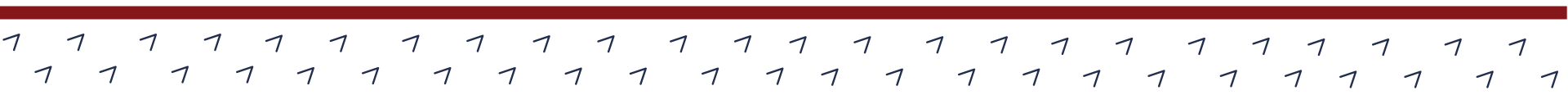
Julia is a member of the American Marketing Association (AMADC) Board of Directors and has been on the leadership team for the AMADC Marketing Mentor Network since 2018. She is also a family mentor for the International Rescue Committee and has spent significant time educating women in business with GHATA in Tanzania, Africa.

Julia holds an MBA and a Bachelor of Science from the University of Maryland, a Certificate in Strategic Marketing from Ryerson University, and an Advertising diploma from Algonquin College.



VP, Web Strategy Roles and Responsibilities

Responsible for spearheading the strategic development and maintenance of the AMADC website to elevate our online presence and leverage digital assets effectively in line with our marketing objectives.



Melinda Rodrigues

VP, Programming

Melinda Rodrigues is a highly experienced marketing professional with more than two decades of experience in the industry. Her extensive career includes significant roles in corporate marketing teams and valuable experience as an independent marketing consultant catering to diverse businesses and industries.

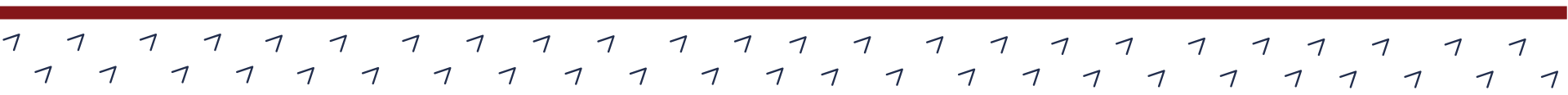
Melinda has an exceptional ability to develop and execute effective marketing plans by blending strategy, creativity, and data. She leverages this skill to increase brand awareness, drive sales, attract potential new customers, and strengthen existing relationships. This powerful combination provides Melinda with deep knowledge and talent for producing and implementing campaigns that successfully promote brands and engage audiences.

Outside of work, you can often find Melinda hanging out with her teenage son (usually at a mall), at a concert rocking out to her favorite 80's bands, at the theater, or curled up with a gripping mystery novel. She's also a horror movie fanatic who loves a good story—the scarier, the better!



VP, Programming Roles and Responsibilities

Responsible for the design and execution of monthly educational programming for the chapter.



Veronica Purvis

VP, DEI

Veronica Purvis, MSM, CAE is an award-winning, strategic association executive and brand leader as well as a speaker and author with over 20 years of experience leading staff and driving missions within member associations and nonprofits. Veronica is currently Executive Director for the Journalism Education Association.

Since 2000, she has worn many hats, mainly as director of marketing/communications, including growing advertising sales, branding, communications, and marketing programs for biomedical and STEM organizations such as the American Council of Engineering Companies, the American Physiological Society, and the Federation of American Societies for Experimental Biology.

Veronica is a Certified Association Executive (CAE) and holds a Master of Science in Management and Marketing. She's an Adjunct Instructor for West Virginia University's Reed College of Media



VP, DEI

Roles and Responsibilities

Responsible for leading the charge in upholding the AMA DEI Pledge and fostering a diverse, equitable, and inclusive marketing community within the Washington, D.C. Metro area. This role focuses on developing and implementing initiatives to create an enriching and supportive environment for members to thrive and succeed in our community.

