



NH Center for
NONPROFITS

2010 Nonprofit Leadership Summit

Keynote Presenter Biography

Katya Andresen

Chief Operating Officer, Network for Good



Katya Andresen is Chief Operating Officer of Network for Good, as well as a speaker, author and blogger about nonprofit marketing, online outreach and the basics of social media.

In addition, she is an adjunct professor of communications at American University's Key Certificate Program and serves on the board of EarthShare. Katya has trained thousands of causes in effective marketing and media relations, and her marketing materials for non-profits have won national and international awards. She is the author of the book, *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes* and was featured in the e-book, *Nine Minds of Marketing*. She is also a co-author with Network for Good CEO Bill Strathmann of a chapter in the book, *People to People Fundraising - Social Networking and Web 2.0 for Charities*.

Fundraising Success Magazine named her Fundraising Professional of the Year in 2007. Before joining Network for Good, she was Senior Vice President of Sutton Group, a marketing and communications firm and a marketing consultant overseas in Ukraine. She also worked for CARE International.

Katya traces her passion for good causes to the enormous social need she witnessed as a journalist prior to her work in the non-profit sector. She was a foreign correspondent for Reuters News and Television in Asia and for Associated Press and major US newspapers in Africa.

www.networkforgood.org

www.nonprofitmarketingblog.com/