

## Kat Bundy Bio

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Kat Bundy is a strategic marketing leader with more than a decade of experience crafting and sharing the stories of impactful brands across numerous industries. Kat serves as a senior marketing manager for the American Cancer Society's enterprise brand strategy team, owns a consulting business, and co-owns a property management company.

Since becoming a part of the American Cancer Society's mission in 2021, Kat has played a pivotal part in reshaping the ACS brand. She has driven strategy for end-of-year giving campaigns, volunteer engagement, digital & social fundraising, and a refreshed fundraising approach to Giving Tuesday which won ACS the largest share of voice on Giving Tuesday 2023.

In her own business, Kat has partnered with organizations in commercial aviation, the utilities sector, and finance, including a \$3 billion financial institution with more than 25 locations across three states. She also collaborates with small and growing non-profits to modernize and reimagine organizational marketing strategy, developing unique solutions to reinvigorate stagnating revenue growth.

Previously, as the VP of Marketing for a boutique agency, Kat built the region's only women-led web development team, elevated creative production capabilities, and recentered data-informed strategy. She also fostered an empathetic, growth-centric culture, which continues to define her leadership style today. She has also served as an interim marketing leader for the historic Barter Theatre in Abingdon, Virginia, where she remains a donor.

Kat is a fierce advocate for disadvantaged rural communities, especially within southwest Virginia and northeast Tennessee. She serves on the board at Girls Inc. of Bristol, chairing the public relations committee and acting as a fundraising liaison for the executive board. She championed the hiring of designated fundraising staff, led the search for a new CEO, and shaped a \$1.8 million capital campaign, redefining the agency's future by doubling their capacity. Kat and her partner, Jake Boatright, are currently revitalizing a historic, multi-tenant property in a transitioning neighborhood to foster the continued growth of their local small business community.

In 2023, Kat received a 40 Under Forty award from the Business Journal of the Tri-Cities Tennessee/Virginia and the Steve Everhart Distinguished Service Award from Girls Inc. of Bristol. Kat resides on South Holston Lake in Bristol, Tennessee with Jake and their everchanging menagerie of critters collected from roadsides and dumpsters everywhere. In her heaps of free time, she enjoys all things plants, every moment on the water, and pretty much any book she lays a hand on.

