

KATIE COBB

PRESIDENT

BARROW NEUROLOGICAL FOUNDATION



Katie Cobb is a highly accomplished business development executive, communicator and change agent with more than 20 years of experience in fundraising, marketing, community relations, media and politics. She currently serves as President of the Barrow Neurological Foundation leading a philanthropic team of 22 managing all activities around major gifts, the annual fund, capital campaigns, special events, planned giving, marketing and communications and volunteer groups including one of the Valley's premier volunteer organizations, the Barrow Women's Board, driving philanthropy for Barrow Neurological Institute (BNI), the world's leading neuroscience center.

Since joining Barrow Neurological Foundation (BNF) as its President, Katie has restructured the Foundation with dedicated staff resources so that BNF could effectively achieve its goals and execute a long-term strategic plan that focuses on revenue optimization, organizational effectiveness and creating brand demand. She turned around a multi-year sub-goal performance record and this past year drove philanthropic revenue of \$40 million exceeding goal by 165%. She also cultivated and closed the largest philanthropic gift (\$25 million) to a neurosurgical/brain tumor center in the country and the largest gift for the Dignity Health system in its history. She consequently established a new wholly-owned LLC under BNF governance with the goal of curing brain cancer within ten years.

Katie has successfully led the Foundation through the BNI CEO transition from Dr. Robert Spetzler to Dr. Michael Lawton while increasing philanthropy at the same time. She managed an effective capital raise for a new \$50 million Barrow Neuroplex building in honor of Dr. Spetzler fulfilling Dr. Lawton's strategic vision of Barrow 3.0.

Prior to Barrow Neurological Foundation, Katie was the Senior Vice President for Advancement for Great Hearts Academies leading an advancement team of 18 across 23 schools in capital campaigns, annual fund and unrestricted investments along with driving marketing, public relations and public affairs strategies for Arizona's largest Charter Management Organization. Katie created a new organizational structure to address and optimize business opportunities across the Great Hearts network including the identification of incremental revenue streams and a data driven model to track efficacy. She created a new network-wide major gifts campaign while structuring a new Board of Directors major gifts program. These efforts led to a 48% increase in overall Advancement funding within the first year and an ability to drive open enrollment applications to 148% of goal.

Prior to Great Hearts Academies, Katie was the Executive Vice President and Chief Operating Officer for The Phoenix Symphony where she oversaw marketing, development, education and community outreach, patron services, public relations, human resources, information technology and finance.

During her four-year tenure at the Symphony, Katie helped engineer a dramatic financial turnaround for the organization, growing overall revenue by 74%, more than doubling contributions to over \$7 million, and transforming a structural deficit into a \$3 million surplus. She also led a successful rebranding effort with an innovative digital marketing strategy and an aggressive public relations and community engagement strategy that helped generate record single ticket sales. Her efforts garnered a substantial amount of local and national media attention and positioned The Phoenix Symphony as a model of effective management practices for other arts organizations across the nation. Katie was awarded an Emmy as a producer of a PBS Special with the Symphony.

Katie began her career as Deputy Press Secretary for Arizona Governor Fife Symington, where she conceived and launched a number of successful public outreach campaigns including the popular “Governor on the Road” program, highlighting the Governor’s policies throughout the state; the “Great Salt River Clean Up,” one of the largest volunteer environmental events conducted in Arizona; and the “Welcome Home America” campaign for returning Gulf War Veterans. Katie also provided strategic communications, wrote press releases and media advisories, managed crisis communications and media relations.

In 1994, Katie was recruited to join the New York launch team of “America’s Talking,” the cable network that would ultimately evolve into MSNBC. As the senior producer for commentator Chris Matthews’ first talk show, Katie covered numerous major news stories including the O.J. Simpson trial and the Contract with America. She also produced national stories for NBC’s Today Show and Nightly News.

Katie then accepted a position to open the Los Angeles bureau of Fox News Channel, where she served as a producer for several journalists including Shepard Smith, Bill O’Reilly, William La-Jeunesse and Brit Hume. She also travelled with the press corps covering the George W. Bush campaign and produced numerous network specials on immigration, education and politics.

Moving to Arizona in 2006, Katie became a managing partner with Actual Media, a strategic communications, media and marketing political consulting firm. After becoming a client, The Phoenix Symphony brought her in-house in 2010.

Recognized throughout the Phoenix community as a change agent capable of making significant impact through her work, Katie was recently honored by being named a Virginia G. Piper Fellow, an award recognizing non-profit leaders who are dedicated to improving and enriching health, well-being and opportunity for the people of Maricopa County. She was appointed by Governor Jan Brewer to the Governor’s Tourism Advisory Council and is currently a Director on the Board of Directors of Xavier College Preparatory. Katie has also been recognized as one of Arizona’s 50 highest-ranking women by The Republic’s Who’s Who in Business.

A graduate of Loyola Marymount University, Katie devotes her talents to numerous charitable and educational endeavors and is a passionate advocate for military veterans, education and the arts in Arizona.