



For Immediate Release

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AMA & AMAF Honor Brendan Hurley as the 2011 Nonprofit Marketer of the Year

(Washington, DC; July 12, 2011) – The American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF) presented the 2011 AMA/AMAF Nonprofit Marketer of the Year Award at its Nonprofit Marketing Conference in Washington, DC, on July 12, 2011. Brendan Hurley, Goodwill of Greater Washington, received the award, which recognizes extraordinary leadership and achievement in the field of nonprofit marketing.



Brendan Hurley is the Senior Vice President of Marketing & Communications for Goodwill of Greater Washington where he is responsible for the non-profit agency's internal and external marketing & communications strategies covering its retail operations, contract services and job training programs. He has been with Goodwill since October 2003.

Prior to Goodwill Industries, Brendan was the Director of Marketing for Clear Channel Radio in Washington, D.C., where he managed the regional corporate brand as well as the marketing departments for two of the company's largest radio stations, WBIG FM and WASH FM. In 2002, Brendan won an Achievement in Radio Award for producing the Expo for the Cure, in support of the Susan G. Komen Breast Cancer Foundation. Since arriving at Goodwill, Brendan has successfully led the effort to rebuild the organization's brand, generating millions of dollars' worth of earned media, and launching the first successful, revenue generating social media campaign in Goodwill history. In November 2005, he was recognized by the Greater Washington Board of Trade for his contributions to the local business community; in January of 2006 Brendan was profiled in *PR Week Magazine* as one of four non-profit marketing executives in the country successful at "doing more with less"; and in 2010, Brendan was selected as one of the Top 20 CMOs in the greater Washington/Baltimore region by *SmartCEO* magazine. Brendan's marketing strategies have been featured on the front pages of *The Washington Post* and *The Washington Times*, as well as in *The*

New York Times, *Washington Business Journal*, *PR Week Magazine*, *Chronicle of Philanthropy*, and on CNN, FOX News, NPR and MSNBC, among others. His social media strategies have won three awards from the American Marketing Association and been presented as case studies on multiple marketing websites and at universities around the country.

Brendan was the 2009-2010 President of the Washington, DC chapter of the American Marketing Association, the Immediate Past Chair of the Greater Washington Board of Trade's Marketing & Communications Executive Network, a member of Leadership Greater Washington's class of 2011, and the creator and writer of the *On the Mark* marketing blog.

Brendan received his MS in Marketing from Johns Hopkins University and a BA in Communications from James Madison University. He resides in Northern Virginia with his wife Atsuko and their son, Jacob.

About the AMA/AMAF Nonprofit Marketer of the Year Award

The Nonprofit Marketer of the Year Award recognizes extraordinary leadership and achievement in the field of nonprofit marketing. With the help of media partner *The Nonprofit Times*, the AMA Foundation promoted the award and received 40 nominations. The recipient was selected by a six-person committee consisting of current and past members of the AMA/AMAF Nonprofit Marketing Conference Committees, AMA Foundation Board members, a past recipient of the Nonprofit Marketer of the Year Award, and a representative from *The Nonprofit Times* -- all of whom are leaders and experts in the field of nonprofit marketing. The committee rated nominees on the following criteria: vision and leadership, strategy, and results.

2011 Nonprofit Marketer of the Year Award Committee

- Clair Diones, Director of Marketing, National Endowment for Financial Education
- Susan Elder, Chief Marketing Officer, American Red Cross of Greater Cleveland
- Rachel Hutchisson, Director, Corporate Citizenship & Philanthropy, Blackbaud, Inc.
- Kay Keenan, President, Growth Consulting Inc and Former Chief Marketing Officer, Big Brothers Big Sisters of America
- David Neff, Digital Strategy Consultant and CEO, Lights. Camera. Help.
- John McIlquham, President, *The Nonprofit Times*

About the American Marketing Association Foundation

The AMAF champions the marketing profession by encouraging excellence and investing in marketing that benefits society.

We accomplish this by sharing best practices for nonprofit marketers at the annual Nonprofit Marketing Conference, through the Nonprofit CMO Roundtable, and through the annual Nonprofit Marketer of the Year Award.

Nonprofit marketers are a positive force for the future and the AMAF is proud to invest in their success.

For additional information please visit www.themarketingfoundation.org.

About the American Marketing Association

The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. Our principal roles are:

- Connecting: The AMA serves as a conduit to foster knowledge sharing.
- Informing: Providing resources, education, career and professional development opportunities.
- Advancing: Promoting/ supporting marketing practice and thought leadership.

Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results.

For more information on the American Marketing Association please visit www.MarketingPower.com.

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