

Carrie Munk

Vice President, Communications

Carrie Munk is a mission-driven professional with significant experience in healthcare communications and marketing, working cross-departmentally at some of the nation's top nonprofit organizations to increase visibility, build awareness, mitigate crises, and enhance engagement through strategic, multi-channel efforts.

Since February 2017, she has served the vice president of communications at AAPA where she leads a team to strategically enhance the visibility and awareness of the PA profession among key stakeholders.

Prior to joining AAPA, Carrie served as senior vice president of communications & marketing at the ALS Association. In this role, she steered the Association's response to the famous Ice Bucket Challenge, helping the organization raise more than \$115 million to fight Lou Gehrig's disease over an eight week period.

Carrie previously served as vice president of communication and marketing at the American Lung Association and in a variety of senior roles at the American Red Cross. She has extensive experience working with the media both on and off-camera, and has been quoted extensively in national publications.

She has a bachelor's degree in English from Longwood University and a master's degree in public communication from American University in Washington, D.C. Carrie is a former PR Week "PR Person of the Year," PR Week "Newsmaker," and in 2016, was featured as one of the top 21 nonprofit marketing directors everyone should know.