

Catherine Gahres

Vice President, Membership Development & Services

Catherine Gahres is an organizational management executive with more than 20 years of leadership experience in both the non-profit and corporate sectors. Catherine has served in a wide variety of senior management roles, including product development, marketing, communications and government relations.

Prior to joining AAPA in 2013, Catherine spearheaded the development of new direct response marketing strategies for member and donor recruitment and retention at The Nature Conservancy, and previously led communications and advocacy efforts at the Association for Healthcare Philanthropy.

Before entering the non-profit arena, Catherine was a marketing and management consultant serving high-tech companies including Sprint, MCI, Nextel, Avantel, Iridium, Sage Software and Pepco. Her roles ranged from creating the strategic marketing plan for combating competition in a newly deregulated market place, to overseeing the development of a complex, multi-national product involving hundreds of staff across three companies, and a multi-million dollar budget.

Catherine received her undergraduate degree and a Masters of Business Administration from Marymount University. She resides in Arlington, VA, with her husband and daughter, and two cats.