

## ChildFund International Expert Profiles

### Anne Lynam Goddard, President and CEO

Anne Lynam Goddard became the eighth president and CEO of ChildFund International in 2007. She is only the second woman to serve as president in the organization's 70-year history.

She lived overseas for more than 25 years viewing first-hand the deprivation that many individuals experience. "I learned that poverty isn't something you can fully convey in a photo. It's the sights and sounds and smells – it's the touch and feel – it's even the taste," she says.

Her experience includes serving as a Peace Corps volunteer in Kenya; a project coordinator for CARE in Bangladesh; CARE's director/deputy regional director; CARE's country director in Egypt; and CARE's chief of staff.

As president, Goddard provides leadership to an organization that has served children since 1938 and had total revenue in fiscal year 2008 of \$230 million. CCF works in more than 30 countries assisting more than 15 million children and family members worldwide, regardless of race, creed or origin.

An articulate speaker, Anne weaves into her talks her personal experiences and insight into humanitarian efforts.



### Anne Scott, Vice President of Global Programs



Anne Scott joined ChildFund International as Vice President of Global Programs in August 2008 to direct all aspects of the organization's global programs throughout 31 countries, including the United States.

Scott worked with John Snow International as the Director of the USAID-funded Hanan Maternal, Child Health and Nutrition Project in the West Bank and Gaza. She served as Executive Director of John Snow International's operations in Europe.

She has also worked in Bangladesh, Botswana, Egypt, India, Indonesia, Kenya, Malaysia, Myanmar, South Africa, Sri Lanka, Thailand, Uganda, United States and Zimbabwe, offering in-country technical support and expertise in program management, health and HIV/AIDS programming, monitoring and evaluation and organizational development.

An expert on issues that impact deprived, excluded and vulnerable children, Anne provides concrete examples of humanitarian programs that make a difference.

## Mike Pressendo, Vice President of Marketing & Strategic Resources



Mike Pressendo joined ChildFund International as Vice President of Marketing and Strategic Resources in September 2008.

He previously led the marketing and branding initiatives at the Make-A-Wish Foundation of America as its director of Brand Communications. While there he was instrumental in transforming its brand and e-marketing strategies. He also helped secure the largest individual gift in the Foundation's history — \$5 million and its largest new corporate sponsorship.

Prior to the Make-A-Wish Foundation, Mike served as Director of Fund Development and Community Relations for a large behavioral health agency where he was responsible for increasing contributed income by 25 percent. Prior to his work in human services, Mike held numerous leadership positions at full-service integrated marketing agencies serving Fortune 100 companies around the world.

His extensive branding, e-marketing and advertising background will support ChildFund's growth and progress in its service to children around the world. Additionally, he has received the Golden Halo Award for the best integrated cause marketing campaign, a Web Award from the Web Marketing Association for outstanding new website, along with several Addys and Tellys.