

# Cindy Erickson

**CEO, AMERICAN RED CROSS ST. LOUIS AREA CHAPTER**

Cindy Erickson began her tenure as CEO for the American Red Cross St. Louis Area Chapter in January, 2009. In addition to its distinction of being the first Red Cross Chapter in the United States to achieve High Level III Readiness, the St. Louis Area Chapter is the 15th largest in the country with revenues in excess of \$8.5 million dollars.

Cindy has a wealth of experience in both the nonprofit and corporate sectors, specializing in organizational leadership and public health. Before joining the chapter, she worked as a Vice President of Client Services for Innolect, Inc., an organizational development and coaching firm located in South Carolina. She helped clients like Cricket Communications, Tenet HealthCare Corporation, Liz Claiborne, and Sony BMG maximize their performance and leadership potential.

Prior to Innolect, Inc., Cindy spent 14 years working in various roles for the American Lung Association in St. Louis, New York City and Jacksonville, Florida. Her strength in assisting with mergers proved a key asset for the American Lung Association of Missouri, where Cindy assisted in the merger of five state chapters into one \$8 million corporation. During her tenure as CEO of the American Lung Association of New York, she helped create Operation Return Home after September 11th, educating 10,000 people and rescuers about lung health.

Before moving to New York City in 1996, Cindy served as Assistant Executive Director for the American Lung Association of Florida and in the development department of the United Way of Greater St. Louis. She has served as consultant and advisor to various non-profits, including several American Lung Associations, American Thoracic Society, Alexander Youth Network of North Carolina, Messiah Now, Ronald McDonald House of San Diego, and the World Trade Center Disaster Relief Fund. Cindy's passion for public health led her to become the spokesperson for the Committee for a Healthy Future in 2006, and to be a guest lecturer at both Washington University and Saint Louis University.

*Cindy is available for interviews by contacting Katie Nagus, communication coordinator of the St. Louis Area Chapter at 314.406.1920 or [knagus@redcrossstl.org](mailto:knagus@redcrossstl.org).*



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St. Louis Area Chapter