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Truth Initiative CEO & President

Kathy Crosby has joined **Truth Initiative** as its new **Chief Executive Officer** and **President**. Truth Initiative is the nation's largest public health organization dedicated to achieving a culture where all young people reject smoking, vaping, and nicotine.

Ms. Crosby's career has been dedicated to using public education communications as a means of creating behavior changes to help people live healthier lives. Before being named CEO and President, Ms. Crosby served as Director of the Office of Health Communication and Education at the FDA's Center for Tobacco Products. Her distinguished 25-year career in behavior change marketing and advertising includes various senior leadership roles.

Ms. Crosby brings a wealth of experience from both private and non-profit sectors where she held various senior leadership roles; prior to her tenure at FDA, she served as Senior Vice President, Group Campaign Director of the Washington office of the Ad Council and as Vice President of Strategic Planning at Arnold Worldwide, where she helped launch Truth Initiative's iconic **truth**® campaign. She is replacing Robin Koval, outgoing CEO and President, who is retiring after serving since 2013.



Truth Initiative is the nation's largest public health organization dedicated to achieving a culture where young people reject smoking, vaping, and nicotine and a future where tobacco and nicotine addiction are a thing of the past. The organization embraces its core values of courage, curiosity, collaboration and commitment in achieving its mission and in creating an

environment where all are welcome and empowered to succeed. Truth Initiative (originally known as The American Legacy Foundation) was founded out of the historic 1998 Master Settlement agreement between 46 US states and four major tobacco companies. The MSA is also the organization’s guiding document.

The **Truth Initiative Board of Directors** is a bi-partisan, independent body consisting of national and state leaders as well as executives of public health and academic institutions and leading not-for-profit organizations. Current board members include Josh Stein, Attorney General of North Carolina, Maine Governor Janet Trafton Mills, Utah Governor Spencer J. Cox, Howard Koh, Professor, Harvard T.H. Chan School of Public Health, the Honorable Herb Conaway, M.D. from New Jersey and Nancy Brown, American Heart Association CEO.

This search was conducted by:

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