

- **PRESS**
- **Press Releases**

Martha Boudreau Joins AARP as Executive Vice President and Chief Communications and Marketing Officer

Well respected as an innovative and strategic leader, Boudreau brings more than 25 years of public relations and brand management experience to AARP's top communications spot

WASHINGTON, DC – Martha Boudreau, a highly respected and recognized leader in international communications, has joined AARP in the newly-created role of executive vice president and chief communications and marketing officer. Boudreau will lead the integration of AARP's communications, brand and marketing functions to create cohesive, coordinated and innovative strategies that better serve 50+ Americans and their families.

"After an extensive, thoughtful and deliberative national search, Martha stood out as the seasoned and innovative leader that AARP needs," said AARP CEO Jo Ann Jenkins. "AARP has a huge story to tell, and Martha will use her strong leadership skills and business intellect to ensure that we are telling that story as broadly as possible to help the 50+ population have the social impact it deserves."

"I am grateful for the trust that Jo Ann has given me to tell AARP's amazing story," said Boudreau. "Despite having a membership of nearly 38 million, AARP remains one of America's best-kept secrets. At our core, AARP is a social mission organization that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families. I think the more that people learn about us, the more that they are going to see us as a trusted ally for people 50+ and their families."

Prior to joining AARP, Boudreau served in a variety of high-level positions at FleishmanHillard for over 25 years. She was responsible for growing the Washington, DC office into one of the most successful communications agency offices in the nation's capital. She also served as the President of their Mid-Atlantic and Latin America regions. She is widely respected in the industry for vision, employee leadership, market perspective and developing cutting edge products and services for clients.

Boudreau has a deep background in policy advocacy and reputation management across corporate, association and government sectors. Prior to joining FleishmanHillard, she was Vice President of the Columbia Institute for Political Research. Early in her career, she worked on Capitol Hill for Representative David Bonior. She is a recognized industry leader having represented Omnicom and FleishmanHillard at the World Economic Forum Annual Meeting in Davos, Switzerland. She also served on the American Heart Association Mid-Atlantic Affiliate, Board of Directors and the American Bird Conservancy Board of Directors.

Jenkins concluded: "Martha is known for creating and leading high performing teams, and I have every confidence that she will continue her tremendous track record of success here at AARP."

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About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.

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