

OMOIYE O. KINNEY

Executive Vice President, Chief Marketing Officer

United Way Worldwide

Omoiye O. Kinney is an accomplished marketing professional with a wealth of experience in global brand strategy, marketing innovation, communications, digital engagement, event planning and reputation management. As Executive Vice President/Chief Marketing Officer for United Way Worldwide, Ms. Kinney is responsible for developing and implementing dynamic marketing strategies that support 1,100 local United Ways in 34 countries and territories.

A long-tenured marketing professional, specializing in the non-profit sector, Ms. Kinney has significant experience having served as Senior Vice President of Marketing & Technology for the YMCA of Greater Charlotte where she provided leadership, vision and direction to Marketing, Information Technology, Consumer Insights and Analytics. As Communications Director for the City of Philadelphia's Department of Behavioral Health and Intellectual disAbility Services, Ms. Kinney was responsible for developing innovative awareness campaigns and engagement solutions designed to provide behavioral health support to more than 700-hundred thousand Philadelphians. She also served as a Public Information Officer for the City of Philadelphia.

Ms. Kinney's previous experience includes senior leadership positions with the YMCA of Greater Houston, YMCA of the USA, headquartered in Chicago, the Philadelphia Freedom Valley YMCA, Tasty Baking Company (Tastykake) and the American Red Cross. She also served as a News Assignment Editor for 6ABC in Philadelphia, PA.

Ms. Kinney holds a bachelor's degree in Communications from Temple University in Philadelphia, PA., a master's degree in Organizational Leadership from Springfield College in Springfield, MA., and an Executive Education Certification from Harvard University in Cambridge, MA.