

# Katie W. McBreen

**VICE PRESIDENT, COMMUNICATIONS AND STRATEGY,  
CONSUMER BRANDS ASSOCIATION**



**Katie McBreen is vice president of communications and strategy at the Consumer Brands Association. McBreen was brought in to help transform the organization into an advocacy powerhouse equal to the trillion-dollar consumer packaged goods industry it represents.**

She recently spearheaded the organization's rebrand from the Grocery Manufacturers Association to the Consumer Brands Association.

With a combination of association, political and agency experience, McBreen is well-respected in her field speaking regularly on storytelling, campaign development and thought leadership. She leads the D.C. Communicators Group, a networking forum for senior communications professionals in Washington, sits on the executive committee of the board of the Public Affairs Council, and was recognized by PRWeek magazine as one of "40 Under 40".

McBreen joined the Consumer Brands Association from the National Retail Federation, where she served as vice president of communications and public affairs and counselor to the president and CEO, leading strategic campaigns around NRF's industry and advocacy communications work, including an effort to successfully pass historic tax reform legislation and defeat the border adjustment tax.

**Powering every day.**



Prior to NRF, McBreen worked at the U.S. Chamber of Commerce, where she played a key role in developing strategic communications campaigns to advance the organization's jobs agenda, including the development and launch of the Campaign for Free Enterprise and the Project for Regulatory Reform. Previously McBreen worked in the White House for Vice President Cheney as the associate deputy director of advance. She traveled around the world coordinating all preparations for the vice president's visits, including the Republican National Convention, the Vice Presidential Debate, the inauguration of President Hamid Karzai in Afghanistan, and the Presidential Inauguration.

A native of Idaho, McBreen graduated from Whitman College in Walla Walla, Washington with a bachelor's of arts in politics and a minor in Spanish. She lives with her family in Washington, D.C. and uses at least 60 CPG products a day.