

Gail Cunningham
CEO and Chief Mission Leader
Planet In Action

Gail Cunningham serves as Chief Executive Officer and Chief Mission Leader of Planet In Action, a new international nonprofit launched to help improve and sustain the planet, community-by-community, utilizing local activation and high technology to catalyze, excite and intensify the activities of volunteers worldwide to achieve measurable local impact. Gail is co-founder of this organization that focuses on Advocacy, Community Improvement and Environmental Education to help support local programs and sustainable efforts that will improve the world we live in for generations to come.

Prior to the Summer 2014 launch of Planet In Action, from 1999 to 2014 Cunningham served as Senior Vice President of Keep America Beautiful (KAB) and Managing Director of its signature cause-marketing program, the Great American Cleanup. Through her focus on building and directing this program, mobilizing KAB's affiliate network, engaging other participating organizations and a large volunteer force, and forging mutually beneficial integrated marketing relationships with corporate sponsors, the program significantly helped increase KAB's reach, and became the most successful revenue generator in the history of the organization under her leadership.

Prior to joining KAB, Cunningham served as Global Vice President of Promotions & Sponsorships at MasterCard International from 1995 to 1999, where she helped leverage the worldwide financial brand's involvement with global sports/entertainment properties, including World Cup Soccer, Formula One & PGA Tour programs. Serving also as a MasterCard University Professor, Cunningham created and conducted the *Successful Sponsorship Marketing Workshop* and the *Building the Brand Through Sponsorship Seminar* for member global bank executives, designed to facilitate international core competency, and promote knowledge transfer and communication between regions and members. Prior to MasterCard, Cunningham had a successful 10-year marketing agency career in strategic brand-building as Director of Promotion for both Glendinning Associates and Reach Marketing in Connecticut,

Cunningham's diverse interests include gardening, teaching, writing, dancing, composing and music, along with volunteer community activities in the areas of traffic-calming and beautification, flood mitigation and emergency management. With a long history of involvement in the music business, she served as President of the Mr. Holland's Opus Foundation in 1996-97. Certified in Major Incident Command by the State of Connecticut, Gail was recognized as an Outstanding Citizen by FEMA in 2003 for her work surrounding hurricane and flood mitigation, and has been involved in major flood, hurricane and tornado restoration activities around the U.S. for decades. Gail holds a Bachelor of Music degree from University of Hartford and a Negotiation for Senior Executives certification from the Harvard Business School. Her husband, Terence Coen, is a recording industry promotion executive, and they have two sons who are professional musicians and recording artists.