

# New Leaders Join IAVA to Expand Resources & Visibility of Post-9/11 Gen

## *Advocates work to take IAVA into second decade*

**NEW YORK (August 17, 2015)** – Iraq and Afghanistan Veterans of America (IAVA), the largest nonprofit, nonpartisan organization representing post-9/11 veterans and their families, this week announced the appointment of three new staff members to its executive leadership team: James Baumann, Director of Marketing and Brand Management; Kristin Fehrenbach, Director of Individual Giving; and Tom Porter, Legislative Director.

“We are thrilled to have these incredible leaders joining IAVA’s team. As we move into our second decade of growth and service to the veterans community, our work has never been more vital. These dynamic leaders will propel our work to support and empower our nation’s next greatest generation of veterans,” said IAVA CEO and Founder Paul Rieckhoff.

**James Baumann** joins IAVA as its new Director of Marketing and Brand Management. In this role, Baumann is responsible for all marketing efforts of the organization as well as its brand consistency across programs.

Baumann’s background includes nearly 25 years of advertising and marketing experience, most recently as Senior Vice President, Media at The Advertising Council. In this position he led the media department’s efforts to secure donated media and develop and maintain partnerships with national and local media companies to promote the 50+ campaigns on the Ad Council docket, including IAVA. His experience also includes media and account management agency roles for Fortune 500 accounts with clients from a variety of industries, including technology, global communications, retail, travel, home furnishings and even rocket science and space technology.

Baumann is a graduate of Marist College in Poughkeepsie, New York, where he earned a degree in communications and advertising. He currently teaches an advertising strategy class at Marist and serves as a member of the Advisory Board for the School of Communication and the Arts. His post-graduate work includes an Advanced Advertising Strategies Certification from the University of Maryland as well as various program certificates from the American Management Association.

“While at the Advertising Council, I was able to apply my advertising and marketing skills to many critical issues – including supporting our veterans,” said Baumann. “Having worked with IAVA as a client in the past, and being the son and brother of veterans, I fully understand and am honored to support IAVA’s mission. I look forward to working to connect, unite and

empower the men and women who have served our country with the support of IAVA's community-building programs."

As Director of Individual Giving, **Kristin Fehrenbach** will oversee the strategy and execution of a new annual giving program at IAVA, while also working with leadership donors to maximize their impact on IAVA and its members.

Fehrenbach brings over a decade of experience to the non-profit space. She began her career supporting chronically homeless people in New York City and spent seven years at Columbia University raising funds for its Business School. Most recently, Fehrenbach worked at Fordham University raising money for the Law School as a senior gift officer and led the strategy for the annual fund team.

During her time at Columbia Business School, Fehrenbach worked closely with alumni and students to raise money for the Yellow Ribbon Fund, a scholarship fund set up through the Post-9/11 GI Bill. It was her experience with veterans during this time that grew her commitment to joining IAVA to support the work the organization does every day to save lives. Fehrenbach holds a masters in public administration and B.A. in Political Science from Rutgers University.

"I am thrilled to be working at IAVA and for the opportunity to build a sustainable annual giving program. The impact IAVA has on the veteran community through their programs and advocacy is unmatched by any other non-profit and it is an honor to support their work and join the team," said Fehrenbach.

**Tom Porter** brings more than 20 years of strong government relations, campaign and military experience to IAVA. In his role as Legislative Director he will lead IAVA's efforts to advocate for our nation's veterans in Washington, D.C., while bringing greater attention to veterans' issues by the American public.

Prior to joining IAVA, Porter was Vice President at Morgan Meguire, a federal government relations firm, since 2004. He was successful in achieving goals on behalf of a nationwide client base through aggressive and bi-partisan advocacy before Congress and federal agencies. Prior to Morgan Meguire, Porter served nine years on the staffs of three Members of Congress, most recently with former House Armed Services Committee Chairman Duncan Hunter.

Porter is also a Commander in the U.S. Navy Reserve, and an experienced military public affairs officer. His service has included two post-9/11 mobilizations to active duty, including to Afghanistan and the Arabian Gulf. Porter is a California native and holds a B.A. in Political Science from California State University, San Bernardino.

"I'm proud to be joining such an effective and well-regarded team," Porter said. "Having served alongside so many post-9/11 veterans, both at home and abroad, and knowing the significant results that IAVA delivers for its members, I can't wait to roll up my sleeves and get to work."

Baumann, Porter, and Fehrenbach join IAVA's staff of 43 full-time professionals, which includes a mix of veterans and civilians with who represent diverse areas of expertise and backgrounds. All IAVA staff demonstrate a deeply personal and professional commitment to the veteran community.