

# Brenda B. Asare

President & CEO

[Email](#) | [LinkedIn](#)

Brenda Asare joined The Alford Group in 2004 and assumed the role of President & CEO in 2014. Brenda brings nearly 30 years of management and cross-sector experience and has assisted clients in raising over \$2 billion, focusing on campaign execution, strategic planning, corporate partnerships, board leadership development and organizational design.

Prior to joining The Alford Group, she was Chief Development Officer with the American Red Cross in Chicago where she led various disaster fundraising efforts raising over \$100 million.

Additionally, Brenda is 2nd Vice Chair of the Giving Institute and serves as a board member for numerous philanthropic organizations. Brenda is a frequent speaker on the intersection of diversity and philanthropy and has mentored many talented development professionals. In 2019, Brenda was recognized as Crain's Notable Minorities in Consulting for her remarkable work in the nonprofit sector.