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## Chrissy Catoe Joins Development Office as Senior Director Working With Donors

Winthrop University

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# Chrissy Catoe Joins Development Office as Senior Director Working With Donors

## Quick Facts

- Catoe has been employed with Family Trust Federal Credit Union for the past 13 years, having served as vice president of marketing, communications and business development since 2009.
- She will serve on the division's Leadership Management Team, and will direct all donor and community relations and communication activities, while maintaining a portfolio of prospective campaign donors.

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Chrissy Catoe

ROCK HILL, S.C. - **Chrissy Catoe**, '02, '04, has accepted the position of senior director for donor and community engagement with Winthrop University's Division of University Development & Alumni Relations. She will begin work on June 3.

Catoe will serve on the division's **Leadership Management Team**, and will direct all donor and community relations and communication activities, while maintaining a portfolio of prospective campaign donors. She will be the primary contact for the **D.B. Johnson Society** whose members have indicated they have included gifts to Winthrop in their estate planning as well as the **Community Engagement Council**.

Catoe has been employed with **Family Trust Federal Credit Union** for the past 13 years, having served as vice president of marketing, communications and business development since 2009. She completed her undergraduate and graduate work at Winthrop, completing her bachelor's degree in business administration and marketing in 2002, and a master's degree in business administration in 2004.

Winthrop officials said Catoe brings a proven ability to establish, build, and maintain relationships with diverse business and community constituencies. "She has a successful track record in supervising staff to achieve a collaborative work environment with an outcomes-driven business model," said **Kim Keel**, vice president for development and alumni relations. "We look forward to welcoming Chrissy to the Winthrop family and to her leadership that will benefit all of our constituencies."

**President Anthony J. DiGiorgio** stated: "In a world full of college experiences, the Winthrop Experience stands apart. Winthrop's dynamic learning community is supported by a diverse curriculum with a strong, character-building focus on service-learning and the development of global perspectives."

DiGiorgio added, "One essential piece of the Winthrop Experience is that special group of supporters: our alumni, friends, faculty, staff, and students, who are working daily to push Distinction: The Campaign for Winthrop ever closer to its \$50 million goal. Through these gifts, our supporters help Winthrop remain a cut above, a university that demands excellence and helps its students become not just better scholars, but better people."

Catoe said she has had the benefit of that personal Winthrop Experience, not once but twice. "I can certainly articulate the importance of a Winthrop degree from a first-person perspective," she said. "I am excited and eager to take my next career step in joining Winthrop as a professional staff member."

Winthrop's capital campaign, called Distinction: The Campaign for Winthrop, is committed to continuing the university's unique and vital legacy of giving, ensuring that every year, the number of students who have access to a Winthrop education is increased. With 18 months remaining in the campaign timeline, Winthrop has achieved gifts and pledges totaling \$40,956,018, or 82% of the \$50,000,000 goal.

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