

**ALEXANDRA GORDON APPOINTED AS
CHIEF MARKETING & COMMUNICATIONS OFFICER, ACUMEN**

February 2024 - Bridge Partners is pleased to announce the appointment of **Alexandra Gordon** as **Chief Marketing & Communications Officer** at **Acumen**.

Acumen was founded by Jacqueline Novogratz in 2001 to use the power of entrepreneurship to build a world where everyone has the opportunity to live with dignity. Acumen is changing the way the world tackles poverty by investing in companies, leaders, and ideas. To date, Acumen has positively impacted 501M lives by investing nearly \$150M in 161 innovative, early-stage companies in Africa, Latin America, South Asia, and the United States.

Alexandra Gordon was previously President of Matter Unlimited, a social impact agency for purpose-driven organizations. As Chief of Communications at Acumen, she will have ultimate accountabilities for all communications, brand, and marketing activities, across all Acumen entities. She will be responsible for audience definition, campaign strategies, creative and content development, adapting messaging to all online and offline channels, media, and PR, as well as increasing and promoting visibility to a wide range of audiences through various communications.

Alexandra holds a Bachelor of Arts in Communication from the University of Technology, Sydney.



Alexandra Gordon

ABOUT BRIDGE PARTNERS:

- Founded in 2003 and led by a diverse team of women, BIPOC and LGBTQ+ leaders, Bridge Partners is a retained executive search firm with an unrivaled track record of guiding and implementing an inclusive search process, centering both our work and our own culture in equity.
- Today, with offices in New York City, Boston, Chicago, Miami, Philadelphia, San Francisco and Washington DC, our clients include major corporations, nonprofits, public sector, and social impact organizations across the United States and around the world.
- We have both a nonprofit practice (other clients include: **Accion, Wikimedia Foundation, NEO Philanthropy, International Refugee Assistance Project, Ms. Foundation, Pew Charitable Trusts**) and a global for-profit practice (clients include **GE, Starbucks, McKesson, Estee Lauder, Freddie Mac and The Federal Reserve System**).
- What they have in common is a desire to harness the proven market, talent and performance advantages of a diverse leadership group that reflects the world we live in and the constituents they serve. They retain Bridge Partners to leverage our innovative search approach and our track-record of presenting the highest caliber, diverse executives.