

Colleen Crino-Independent Candidate

Candidate Summary: Ms. Crino brings extensive marketing and business experience, including the creation of strong corporate partnerships. She has a teenage daughter who is an active paddler. She offers insight and ideas on how to reach the younger generation and create a path for them that leads to lifelong paddling. She is interested in breaking down silos across the ACA, to develop and leverage the strengths of all our programs.

Resume Summary: Colleen Crino is an accomplished marketing and development executive with a proven track record in driving strategic initiatives and fostering collaboration across diverse organizations. As SVP of Marketing at CompTIA, she successfully developed and implemented strategies that aligned with organizational goals in order to achieve multi-million dollar revenue targets. Her previous role as Chief Development Officer for CompTIA Spark involved spearheading innovative programs to enhance technology education for underserved communities, demonstrating her commitment to social impact. With extensive experience in fundraising and team leadership at the American Red Cross, she brings expertise in financial oversight and policy development. Colleen's strong emphasis on governance excellence, integrity, and collaborative dialogue makes her well-suited to contribute meaningfully as a board member at the ACA, where she will help shape the future of the organization while promoting its mission and values.

Why are you interested in serving on ACA's Board?

Over the past few years, I've watched my daughter become more and more engaged with Canoe Slalom, and it has given me the opportunity to see the sport both from an external (I am not a paddler) and an internal perspective (as a parent). This has given me an appreciation for the opportunities to continue to attract new talent, grow the sport and make it more appealing for families to engage.

What specific knowledge, skills, abilities, and talents do you bring?

I come from a background of marketing, corporate partnerships and program strategy, development, and management, all of which I believe could lend helpful perspective to the board. I've also been the Chief Development Officer (CDO) for a non-profit, so have a background in fundraising as well.

Do you have any previous experience or are you currently serving on a non-profit Board?

I am not currently serving on a board, but have spent the past 10 years serving on the boards of my children's DC public schools, and engaging with DC Government on issues of education frequently. I've also helped to manage a nonprofit board in my capacity as CDO with my former non-profit employer.

What do you expect from the ACA to make service on the Board personally rewarding for you?

I appreciate being able to provide strategic insights as part of a collaborative group, and being able to help the board and ACA implement a vision for growth.

Can you describe your understanding of the ACA, roles and responsibilities?

I understand the board to be a governance and advisory body for the ACA, helping to partner with the executive leadership in alignment with the vision and mission of the ACA, and supporting growth objectives, governance, and financial objectives. I know that there are time commitments monthly and annually in the form of board meetings.

Resume: [Crino Linked In Profile](#)