



## **Gretchen M. Jameson**

Gretchen Jameson currently serves as a board member for We Raise Foundation works as the Sr. Vice-President for Strategy and University Affairs at Concordia University (Wisconsin and Ann Arbor, Mich.), where she focuses on mobilizing internal and external stakeholders to accomplish the University vision.

Gretchen’s career began as a high school educator before she joined the Lutheran Church – Missouri Synod’s Youth Ministry Office. As associate director of communications, she directed brand development for multiple conferences and national programs, including the 2004 and 2007 national youth gatherings. From 2008 to 2010, she worked as director of public relations and corporate communications for Concordia Publishing House. In 2010, Jameson launched her own public relations consultancy, purePR, and its national client roster included nonprofit and select for-profit organizations impacting communities locally, nationally, and internationally.

Gretchen frequently keynotes for national, regional, and district conferences on the topics of leadership, organizational culture, and brand identity. A 1997 graduate of Concordia University Nebraska, where she was named Young Alumnus of the Year in 2010, she also holds a master’s degree in public relations from Webster University, which named her a distinguished alumna in 2012. She is currently pursuing doctoral studies at the University of Southern California.

Gretchen is a recipient of the Emerging Young Professional award from the ATHENA Leadership Foundation and was named as one of the 50 “Beyond the Best” leading business professionals in St. Charles County, Mo. She is proud to volunteer as a leader with Girl Scouts of America, the Milwaukee Rotary, the Lutheran Education Association, the Siebert Foundation, and as a member of the Board of Directors for the International Lutheran Laymen’s League/Lutheran Hour Ministries. In spring 2017, she was appointed to the Wisconsin Technology Council, which serves as the science and technology advisor to the Governor and legislature.

Gretchen, her husband, Leon and their two daughters (ages 9 and 4) reside in Wisconsin, where her husband serves as Pastor to Families at Hales Corners Lutheran Church.

Connect with Gretchen online at [Twitter](#) or on [LinkedIn](#).