

FOR IMMEDIATE RELEASE

Contact:

Kelly McGuire

Blender, Inc.

330-502-3043 (cell)

412-709-6149 (office)

Kelly@blenderadv.com



**United Way of
Southwestern Pennsylvania**

Bobbi Watt Geer Named New President and CEO of United Way of Southwestern PA

First Female to Lead Regional United Way in its 92-Year History

Pittsburgh, PA (June 18, 2019) – United Way of Southwestern Pennsylvania’s Board of Directors has unanimously selected Bobbi Watt Geer as President and CEO, effective July 1, 2019. Currently Senior Vice President of Administration at United Way, Watt Geer was selected following a seven-month national search to replace retiring President and CEO Bob Nelkin, who in December 2018 announced his retirement effective June 30, 2019, after 12 years at the helm of the organization.

A highly regarded leader in delivering impactful human services, strategic nonprofit management and effective fundraising across Southwestern Pennsylvania, Watt Geer joined United Way in 2007. She was President and CEO of United Way of Westmoreland County, and spearheaded its successful mergers with United Ways in Allegheny County in 2015 and Butler County in 2018, creating the current region-wide organization now serving the needs of Allegheny, Butler, Fayette, Westmoreland and Southern Armstrong counties.

“United Way of Southwestern Pennsylvania is vibrant, strong and well-prepared to continue serving nearly a half-million people throughout our region, from preventing hunger and homelessness to preparing families, children, veterans, seniors and people with disabilities to live their lives to the fullest potential,” said Rich Harshman, United Way Board Chair, Search Committee Co-Chair, and Retired Chairman, President and CEO of Allegheny Technologies Incorporated. “Bobbi is extremely knowledgeable, innovative and well-prepared to lead the organization into the future. The Board looks forward to working with Bobbi to continue the mission.”

“Bobbi is an exceptional choice to move our regional United Way forward,” said Search Committee Chair Karen Larrimer, Head of Retail Banking & Chief Customer Officer at PNC Financial Services Group. “She has a deep understanding of the region’s needs and the organization, as well as insights into the innovation that will drive United Way’s growth. On behalf of the Search Committee, I am grateful to the leadership of our community who stepped up, once again, to ensure that the future of our United Way is guided by a forward-thinking

leader. I am confident that under Bobbi's leadership our United Way will continue to play a critical, leading role in the health and well-being of our region."

A 10-member Search Committee, comprised of members of the United Way Board, worked with consultant Isaacson, Miller, Inc. on the search. Thirty candidates were screened from a diverse pool of nearly 70 highly qualified applicants. In addition to a series of interviews conducted by the Search Committee, the top three finalists were interviewed by United Way's President's Council, consisting of former Board Chairs and executive members of the organization's Board.

"I am honored to have the opportunity to lead the organization I believe in so deeply," said Watt Geer. "I am so proud of the work we do to make a difference in the lives of people in our region, and I'm grateful for the nearly 55,000 donors and more than 17,000 volunteers who are all committed to our mission. I look forward to quickly engaging and seamlessly working with our stakeholders across the region – our corporate, foundation and agency partners, our donors and volunteers, and our community leaders – to identify areas of opportunity and partnership that can make an even greater impact in our region and improve the quality of life for people and families that need our help."

"On behalf of the United Way Board, we thank Bob Nelkin for his outstanding leadership of our United Way for the last 12 years," Rich Harshman added. "His commitment, dedication, and passion for helping those in need throughout our region has been inspiring to many, and is appreciated by all whose lives he touched."

Watt Geer holds a Ph.D. in Public Administration/Public Policy from the University of Pittsburgh's Graduate School of Public and International Affairs, as well as an MS in Nonprofit Management from Robert Morris University and a BA from the University of Pittsburgh. Prior to her positions of increasing responsibility at United Way, she served as President of The Community Foundation of Westmoreland County and held positions at St. Anne Home, Greensburg, and the American Heart Association in Pittsburgh, Greensburg and Johnstown.

In addition to Watt Geer's deep commitment to United Way's work, the Southwestern Pennsylvania native also served the community as the immediate past chair of the Greater Pittsburgh Nonprofit Partnership, immediate past president of the Franklin Regional Panther Foundation, chair of Pennsylvania Association of Nonprofit Organization's Standards for Excellence Committee and has taught courses in nonprofit management and fundraising at Robert Morris University and Saint Vincent College.

About United Way of Southwestern Pennsylvania – United Way of Southwestern Pennsylvania, serving Allegheny, Butler, Westmoreland, Fayette, and Southern Armstrong counties, leads and mobilizes the caring power of individuals, the business community and organizations to help local people in need measurably improve their lives. United Way creates long-lasting change for the betterment of our community.

###