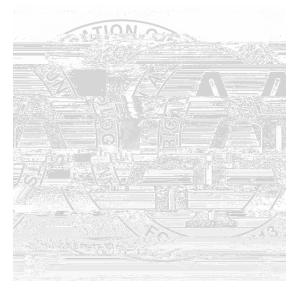


The American Association of Immunologists

Press Release



Gwen Fortune-Blakely Named Chief Membership and Engagement Officer of The American Association of Immunologists

ROCKVILLE, MD (November 13, 2023) — The American Association of Immunologists (AAI) is pleased to announce the appointment of Gwen Fortune-Blakely, M.B.A, CAE, as its new chief membership and engagement officer. Her impressive career spans more than 20 years and is marked by a consistent record of transforming organizations with a demonstrated ability to define vision; develop winning strategies; and create structures that galvanize teams toward increasing awareness, enhancing engagement, and achieving sustainable growth.

In this pivotal role, which is crucial to AAI's strategic organizational plan, Fortune-Blakely will lead the charge in enhancing AAI's marketing, communications, and membership strategies. She will be instrumental in fostering greater cohesion in communicating the value of AAI's work and mission, both internally and externally, to deepen engagement with AAI's membership, extend the organization's reach into adjacent and emerging fields, support revenue growth, and promote the essential role of immunologists

Other previous roles include serving as director of enterprise-wide marketing and sales at the American Speech-Language-Hearing Association, developing and driving the execution of enterprise strategy to strengthen engagement levels with members and increase awareness of the association's value, products,

