

Brooke Roth

Executive Director, Finance



SPECIALTY

- Fiscal analysis and business

EXPERIENCE

- Extensive experience in finance, including in fundraising
- Previous experience in the private sector and in Washington, DC, including on Capitol Hill

Brooke Roth serves as the Executive Director of Finance at Greenleaf Health and reports directly to the Chief Operating Officer (COO). In collaboration with Greenleaf's finance team, Brooke manages the firm's financial matters, focusing on its Accounts Receivables. Brooke's experience spans numerous aspects of financial services and fundraising, bringing strong fiscal, analytical, and business expertise to her work at Greenleaf.

Before joining Greenleaf Health, Brooke was the Managing Director of Fundraising at the National Association of REALTORS® (NAR), the nation's largest trade association. The REALTORS® Political Action Committee (RPAC) is the #1 contributor to federal candidates in the country. Brooke also oversaw the growth of the President's Circle Program—a direct-giver program that raised more than \$1.3 million and is the nation's largest direct-giver program to candidates. She also managed RPAC's corporate, soft dollar fundraising, which was used for the association's independent expenditures at the national, state, and local levels. In addition to fundraising, Brooke managed a \$3M+ budget, fundraising staff, and consultants.

Before joining NAR, Brooke worked at a Washington, D.C. firm that raised money to support numerous candidates for the United States Senate. She also spearheaded D.C. events for candidates such as former Governors Matt Blunt (MO) and Arnold Schwarzenegger (CA). Additionally, Brooke consulted with nonprofit organizations, such as the American Cancer Society and National Football Foundation, on their fundraising strategies. In Washington, Brooke worked on Capitol Hill for then Congressman Robin Hayes (R-NC).

Earlier in her career, Brooke worked for a political consulting firm in Atlanta, GA, where she consulted for congressional campaigns regarding their fundraising strategies. She planned fundraising events with VIPs such as President George Bush, Vice President Dick Cheney, and the late Senator Fred Thompson. Brooke's first foray into politics was as Finance Director for Senator Saxby Chambliss's last congressional race before running for the U.S. Senate.

Brooke earned her B.A. from Mercer University in Macon, GA. Brooke also completed coursework at George Washington University's Graduate School of Political Management in Washington, D.C.