

Catherine Rowe

Executive Director of Operations, Medical Devices & Combination Products



BACKGROUND

- More than 25 years of marketing, sales, and project management experience

SPECIALTY

- Marketing and operations

Catherine Rowe has more than 25 years of professional experience in project management, marketing, and sales. At Greenleaf, Catherine is responsible for managing client relationships and contracts, as well as general operations, for the Medical Device and Combination Products Team.

Before joining Greenleaf in 2014, Catherine served as a Senior Project Manager in the Operations Department at The Martin Agency, a top-five global advertising firm. In this role, Catherine managed multiple projects, including planning, scheduling, and training to implement a companywide workflow software platform.

Immediately preceding her work at The Martin Agency, Catherine was the Director of Operations for Game Consulting Group LLC and Movieswap LLC, video game and movie resellers. In this role, she cultivated multiple vendor relationships while managing the corporate budget and overseeing all product logistics. During her time at Game Consulting Group, Catherine contributed to sales growth from startup to more than \$6.1M.

Prior to that experience, Catherine served as an Executive Assistant for more than 12 years to the President of Phillips Sales Inc., a company that represented manufacturers specializing in consumer entertainment. While in this role, she coordinated nationwide trade shows and assisted in managing a large customer base of software retailers.

Catherine began her career as a Marketing Coordinator for Pearl Izumi, a cycling apparel company, where she executed marketing media programs and organized industry trade shows.

Catherine is a graduate of The University of Virginia.