
Gretchen Littlefield

President, Infogroup Nonprofit

Highlights:

- Extensive experience in Nonprofit, Political, & Federal Government verticals
- 2009 DMEF Rising Star
- Co-Chair of the 2010 DMA Nonprofit Federation Annual Conference
- Member of the Direct Marketing Assn.
- Member of the DMA Nonprofit Federation Legislative Committee
- Member of the Advisory Council of the DMA Nonprofit Federation
- Trustee for the DMEF
- Member of the Board of Directors for the Children of Uganda, which provides support and education to over 600 Ugandan orphans
- Served on Steering Committee for the Washington National Opera
- Member of Pi Sigma Alpha, Political Honors Society

Ms. Gretchen Littlefield is responsible for the overall management, strategic planning and growth of Infogroup Nonprofit. The division includes the Nonprofit, Political and Federal Government verticals.

She joined the company in March of 2006, as Executive Vice President of Triplex, a data processing division focused exclusively on the Nonprofit Vertical. Under her direction, the business unit transformed from operating at a net loss to a \$1.1 million profit in one year. In 2008, she was promoted to President of Triplex.

In January 2010, May Development, the Nonprofit brokerage arm of Direct Media merged with Triplex to form Infogroup Nonprofit and Ms. Littlefield was promoted to President of the newly formed division. In January 2011, the Political and Federal Government verticals were integrated into Infogroup Nonprofit.

Prior to joining Infogroup, she launched the fundraising program for America Coming Together, which raised over \$80 million in two years, becoming the largest political action committee in the country. She also worked with one of the nation's leading direct response marketing agencies where she managed programs for the Democratic National Committee, Oxfam, International Rescue Committee, Earthjustice, ASPCA and WNET. Additionally, Ms. Littlefield worked as a campaign manager, oppositional research strategist and field organizer for numerous Congressional and Presidential campaigns.

Her professional achievements and credentials are impeccable. In 2009, she was named DMEF Rising Star by the Direct Marketing Association. In 2010, she served as co-chair of the DMA Nonprofit Federation Annual Conference. In 2011 she was named to the DMANF Advisory Council for the 2011-2013 term. She serves as a trustee for the DMEF. She serves on various committees and boards.

She holds a Bachelor's of Art degree in Political Science from Trinity University, Washington, D.C.