

Susan M. Loth
Chief Marketing Officer
Disabled American Veterans

Susan M. Loth, Chief Marketing Officer for Disabled American Veterans, joined the DAV in 1991. Susan supervises the fundraising programs for the nonprofit organization, which generates a substantial portion of its revenue through direct mail fundraising. Additionally, Susan provides oversight to e-fundraising, corporate sponsorship, fundraising services provided to DAV State organizations and membership marketing programs. She serves on several internal steering Committees including the Strategic Planning Committee for the organization.

Prior to joining Disabled American Veterans, Susan served as Account Manager and various other capacities while at Harte-Hanks Direct Marketing.

In 2008, Ms. Loth was recognized as the World's Best Direct Marketing Fundraiser and considered an Influential and Effective Fundraiser in 2009 by *The NonProfit Times*.

Ms. Loth is a member of the Direct Marketing Association (DMA) and DMA Nonprofit Federation (DMANF) where she was elected to the DMANF Advisory Council in 2003 and has served on the Southern Ohio Direct Marketing Association (SODMA) board including the President position.