



Private

Donna M. Bembenek

Sales and Marketing Leader
Philanthropic Expertise
Crisis Management Professional

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Donna Bembenek has a unique background as a leader in publicly traded, closely held and nonprofit organizations. Her early success in senior sales and marketing roles gives her a bottom-line focus and external facing expertise. She has worked at financial services firms, media companies, at the local and national level of the YMCA and is currently the President of Catholic Memorial High School. Particularly adept at sales and marketing, strategic planning, and crisis management, her experience is vital to the boards she serves and transcends industries. Her professional background provides keen insights into overseeing organizations and identifying emerging trends.

For Profit Board Experience

- **Waukesha State Bank** | Member of the Board of Directors serving on the audit committee. 2022- present
- **State Financial Service Corporation** | As a member of the Senior Leadership team, worked as the staff lead for several board committees recommending strategic positioning, product development, crisis management, assimilation of mergers and acquisitions, and loan approval. 1993 - 2005

Non-Profit Board Experience

- **YMCA of the USA** | C-level interactions with the national board. 2014 - 2017
- **YMCA of Metropolitan Milwaukee** | Executive liaison for several board committees. 2006 - 2014
- **Professional Dimensions** | Chair of numerous committees, President from 2012 – 2014. 1993 - 2020
- **Well City** | Steering Committee, Joint effort of the City of Milwaukee, the GMC, MMAC, and WELCOA. 2007 - 2014
- **Holy Apostles Parish** | Fundraising Committee, Finance Committee, School Committee. 2015 - 2019

Career History

Served as a leader in sales, marketing, crisis communication and revenue generation. Understands the complexity of new industries quickly. Consistently uses strategic planning, fiscal management, sales, and effective processes to improve varying organizations. Donna’s calm and positive approach has proven invaluable to each organization she has served, especially when facing tragedies or economic downturns. A strategic mindset and the ability to identify market opportunities helped her to participate in the growth of national, regional, and local markets. She has lead rebranding initiatives both locally and nationally. She has lead teams from 30 to 300 and cultivated an improved culture in each organization.

- **Catholic Memorial High School** | President 2017 - Present
- **YMCA of the USA** | Vice President Marketing and Communications 2014 - 2017
- **YMCA of Metropolitan Milwaukee** | Senior Vice President of External Relations 2006 - 2014
- **State Financial Services Corporation** | SVP Sales and Marketing 1993 - 2005
- **Sundance Broadcasting** | General Sales Manager 1984 - 1993

Education

- **Alverno College** | MBA 2011
- **University of Wisconsin – Madison** | Graduate School of Banking 2003
- **University of Wisconsin-Whitewater** | BA, Public Relations, Minor in Marketing 1984