

## FOR IMMEDIATE RELEASE

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### **Saint Paul & Minnesota Foundation Announces Executive Promotions**

*Melanie Hoffert and Nadege Souvenir assume new roles at Minnesota's largest community foundation*

**St. Paul, Minn.** – March 3, 2020 – [The Saint Paul & Minnesota Foundation](#) (the Foundation) today announced that Melanie Hoffert has been promoted to chief marketing officer, and Nadege Souvenir has been promoted to senior vice president of operations and learning. The promotions were effective March 2, 2020.

- [Melanie Hoffert](#) joined the Foundation as associate vice president of marketing and communications in 2018, leading efforts to engage and inform key audiences of the organization's legacy of grant making in the East Metro and across Minnesota. In her new role, and as a member of the executive leadership team, Hoffert will continue to direct marketing and public relations, in addition to spearheading awareness in 2020 of the Foundation's ongoing impact in its 80<sup>th</sup> year. Before joining the Foundation, Hoffert ran her own marketing and communications consultancy, working with clients that included the Gates Foundation, Kellogg School of Management and Microsoft. She was vice president of marketing for Teach for America, and the chief marketing and communications officer for St. Paul-based American Academy of Neurology. Hoffert is an award-winning author and founding board member of All Square, a social justice enterprise in Minneapolis.
- [Nadege Souvenir](#) will become senior vice president of operations and learning, expanding the responsibilities of her vice president role. She will continue to lead the departments of Grants Administration, Human Resources and IT and have responsibility for the Foundation's evaluation and learning processes and programs. Additionally, Souvenir will take leadership roles with the Foundation's Board of Directors, working closely with its executive committee, and the Foundation's leadership team. Souvenir joined the Foundation in 2016 from her previous position as a litigator at Dorsey Whitney LLP. Since joining the Foundation, she has created and launched East Metro Pulse, a community perception survey and report of life in Dakota, Ramsey and Washington counties. With a background in dance and arts administration, Souvenir serves as board vice chair of the Minnesota Opera, was the founding board chair for Trademark Theater, and has served on committees for the Walker Art Center and Guthrie Theater.

"Melanie and Nadege inspire us with their commitment to our organization, donors and community partners," said Eric J. Jolly, Ph.D., president and CEO of the Foundation. "Their exemplary leadership contributes greatly to advancing our strategic goals of inspiring generosity, advocating for equity and investing in community-led solutions. I am delighted to announce their promotions and thank them for their contributions to ensuring that, with the generosity of our donors, the Foundation will continue to meet the evolving needs of our communities."

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#### **About the Saint Paul & Minnesota Foundation**

We believe in the best of Minnesota and the power of its communities. With roots in Saint Paul and partners across the state, we are Minnesota's largest community foundation and the partner of choice for thousands of donors, nonprofits and community organizations. We inspire generosity to make Minnesota better for all who call it home. Learn more at [www.spmcf.org](http://www.spmcf.org)