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## **New HMBANA Executive Director Lindsay Groff Takes the Helm**

November 6, 2017, Ft. Worth, TX – The Human Milk Banking Association of North America (HMBANA) Board of Directors welcomes Lindsay Groff as their new executive director, effective immediately. Formerly the executive director of the Barth Syndrome Foundation, Lindsay’s leadership and organizational expertise are well poised to propel the organization through its new stage of growth and awareness.

*Lindsay brings tremendous vision and skills in operations, membership development, and fundraising. We are thrilled that she will lead us during this pivotal time of growth. In the past five years, the demand for nonprofit donor milk has doubled and the number of HMBANA milk banks has tripled. – Board President Naomi Bar-Yam*

Lindsay will set HMBANA’s vision and improve operations. Responsible for implementing the organization’s newly adopted strategic objectives and guiding the organization, she will secure the necessary structure and processes to advance HMBANA’s mission. This strategic plan and implementation has been generously supported with a grant from WK Kellogg Foundation, dedicated to equitable access to first foods, including donor milk, for all babies in need.

Lindsay’s reputation as a skillful and compassionate leader in the nonprofit sector has been well-earned. Her dedication toward helping the most vulnerable babies gain access to human milk is motivated by personal experience with her own daughter, Charlotte. Her understanding of raising a medically fragile child, coupled with her wealth of experience, brought her to HMBANA.

*I am delighted to join HMBANA during this exciting chapter and eager to take the organization to new heights. We will strive to serve our members by listening, evaluating, and cultivating new opportunities. Our member milk banks provide a tremendous value to society, giving the most vulnerable infants a chance to survive and thrive. By serving as an association that advances the cause of nonprofit milk banking, it is our job to help them do theirs. – Executive Director Lindsay Groff*

A proud New Jersey native, Lindsay has Master of Business Administration from Rowan University and a Bachelor of Arts in Marketing from Rutgers University.

### **About HMBANA**

HMBANA advances the field of nonprofit milk banking through member accreditation, development of evidence-based best practices, and advocacy of breastfeeding and human lactation to ensure an ethically sourced and equitably distributed supply of donor human milk.

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