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GIRL SCOUTS OF EASTERN MASSACHUSETTS TAPS NEW CEO

Caitríona Taylor, Boston College Director of Campus Recreation, has Built Career on Healthy Lifestyles and Female Empowerment

BOSTON, MA (April 30, 2019) — Strong girls need strong women to lead the way. [Girl Scouts of Eastern Massachusetts](#) (GSEMA) is pleased to announce that Caitríona Taylor has been named Chief Executive Officer. Passionate about health and wellness, the Boston College Director of Campus Recreation is bringing her commitment to female empowerment to the girls and volunteers of GSEMA starting on June 3, 2019. In her role, Caitríona will advance opportunities for every local Girl Scout to confidently take the lead in STEM, the outdoors, life skills, and entrepreneurship.

For more than 20 years, Boston has been the epicenter of Caitríona's life. She graduated with a Bachelor of Arts degree in international relations from Boston University, and stayed in the city to work in recreation and athletic departments at MIT and Boston College, where she would later earn a Master of Business Administration in global administration and a Master of Higher Education, student affairs.

Caitríona was named Director of Campus Recreation of Boston College in 2011. She has been celebrated for many strategic accomplishments at the institution, from increasing revenues to managing health and wellness programs, as well as a significant role in launching a new multi-million dollar sports complex. As a member of the university's 10-year "Student Life, Culture, and Formation" strategic planning committee, she helped enhance the overall student experience through focus groups, surveys, and tracking international trends. However, Caitríona's most treasured accomplishment is how she helped students embrace their potential, by serving as a mentor and supporting them with creative resources.

Caitríona increased access for students in the lowest 10% income bracket by establishing funds to cover club sport and outdoor program fees. She was certified by the Anti-Defamation League to facilitate staff and volunteer training sessions on identity, diversity, gender, sexual orientation, race, and discrimination. Additionally, she instituted new codes of conduct systems to prevent hazing, sexual assault, and alcohol abuse; introduced Bystander Intervention and Title IX training to student clubs and staff; and developed updated protection of minors policies and procedures. And throughout her tenure at Boston College, she has been a champion of female empowerment and an advocate of equal opportunities for women.

“I am honored to serve as the leader of Girl Scouts of Eastern Massachusetts. We are the gold standard in serving girls. Our impactful programs provide spaces for girls to develop their voice and explore their passions,” says Taylor. “As CEO, I will bring awareness to the value women bring to society in solving the complex problems of our time and I look forward to working with our exceptional network of girls, volunteers, corporate partners, and staff members as we help our girls stand up, speak out, and make a difference.”

Caitríona has prioritized female mentorship in each stage of her career, whether raising funds and volunteering for nonprofits or establishing educational opportunities for students and staff at prominent universities. Caitríona walks the walk when it comes to her dedication to empowerment—for herself and her community.

Along the way in her career, she became an entrepreneur as co-founder and vice president of sales of active lifestyle clothing company Crane & Lion, and as President of eco-friendly yoga product start-up Kulae.

"Caitríona is a mission-driven, innovative, dynamic, and collaborative leader. The Board is thrilled with her appointment and is confident in her ability to empower girls to change the world," said Tricia Tilford, Board Chair and President, Girl Scouts of Eastern Massachusetts.

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We're Girl Scouts of Eastern Massachusetts (GSEMA) We're 45,000 strong, with 30,000 girls and 15,000 volunteers in 178 communities in eastern Massachusetts who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)TM to change the world. Girl Scouts is the preeminent

leadership development organization for girls. GSEMA is the 10th largest Girl Scout council in the United States, building girls of courage, confidence, and character, who make the world a better place. To volunteer, reconnect, donate, join, or learn more, visit gsema.org.