Girl Scouts of Eastern Massachusetts Appoints Susan Rowell as Chief Advancement Officer

Rowell brings extensive nonprofit fundraising leadership experience to the organization's next chapter of donor growth and organizational impact.

WALTHAM, MA (September 8, 2026) – Girl Scouts of Eastern Massachusetts (GSEMA) has appointed Susan Rowell as Chief Advancement Officer, a key executive leadership role responsible for guiding the organization's fundraising strategy and expanding philanthropic support across major gifts, corporate partnerships, foundations, and events.

As Chief Advancement Officer, Rowell will serve as a key member of GSEMA's executive team, working closely with leadership to operationalize the organization's strategic plan, diversify its donor base, and elevate its visibility and impact across the footprint it serves. She will oversee philanthropic revenue streams and lead efforts to build a sustained culture of philanthropy throughout the organization.

Rowell's appointment comes at an important moment for GSEMA as the organization advances its strategic priorities under CEO Monica Roberts, who stepped into the role in November 2024 with a bold vision to expand access in underserved communities and ensure the Girl Scout experience is accessible to all.

"Susan's accomplished track record of building high-performing development teams and driving multi-million-dollar revenue growth makes her exactly the right candidate for this role as GSEMA grows its reach and impact," said Roberts. "Her experience stepping into organizations at pivotal moments and bringing strategic clarity and relationship-driven fundraising will be instrumental as we continue to advance our vision and mission."

Rowell joins GSEMA from Child and Family, one of Rhode Island's largest human service organizations, where she has served as Vice President of Development & Communications. Brought in to rebuild and stabilize the organization's development function, she provided executive leadership for a comprehensive advancement program spanning major gifts, corporate partnerships, foundations, and government grants, while partnering closely with the CEO and Board to deepen donor engagement.

Previously, as Vice President of Development at MSPCA-Angell, Rowell led a multi-million-dollar fundraising program, overseeing and executing a comprehensive $18 million revenue plan and achieving year-over-year growth in excess of 6 percent. She led a successful capital campaign supporting hospital renovations, rebooted the organization's record-breaking annual gala, and established expanded segmented programs for corporate and foundation fundraising. Earlier in her career, Rowell spent nearly a decade at the American Red Cross, culminating in her role as Executive Director, Fundraising, Resources & Planning, where she set the strategic vision for nationwide fundraising support and drove consistency in donor engagement practices across the organization's six divisions.

"The opportunity to help advance an organization that has empowered generations of girls to lead with courage, confidence, and character is one I don't take lightly," shared Rowell. "I've spent my career helping organizations build off of momentum to achieve tangible growth, and I'm honored to be helping Girl Scouts of Eastern Massachusetts write its next chapter."

Rowell holds a Master of Education from the University of Massachusetts Boston and a Bachelor of Arts in English from Vassar College.

For more information on Girl Scouts of Eastern Massachusetts, visit www.gsema.org or follow them on social @girlscoutsemass (Instagram, Facebook, and LinkedIn) to see what Girl Scouts are up to in its 178 eastern Massachusetts communities.

About Girl Scouts of Eastern Massachusetts

Girl Scouts of Eastern Massachusetts (GSEMA) is 30,000 strong, with 20,000 girls and 10,000 volunteers in 178 communities in eastern Massachusetts, building girls of courage, confidence, and character, who make the world a better place. GSEMA is the largest girl-serving organization in Massachusetts and the tenth-largest Girl Scout council in the United States. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To volunteer, reconnect, donate, join, or learn more, visit www.gsema.org