Angela Geiger is the chief strategy officer for the Alzheimer's Association based in Chicago.

As a member of the senior management team, Geiger leads strategic planning and implementation organization-wide. She has accountability for $225 million in annual fundraising; programs and services reaching over 1 million people per year; branding and marketing; and corporate and diversity initiatives.

Geiger has successfully led Association efforts to further its mission and strategic plan. Her accomplishments include developing and launching the organization's first-ever integrated consumer education campaign to raise concern about Alzheimer's disease as a critical public health issue and awareness of the growing Alzheimer's movement. This included the Association's first nationwide paid advertisements, a new Web site, public relations outreach and grassroots outreach by local Association chapters resulting in a doubling of unaided awareness in three years. She expanded reach into historic caregiver programs and beyond to new level of engagement for people with Alzheimer's and their families beginning with the launch of a series of Early-Stage Town Halls across the nation and continuing to develop a platform for people living in the early stages of Alzheimer's to discuss the issues they face, advocate for policy change, share resources and participate in programs and services. Under her leadership, the organization significantly expanded the reach and impact of the rebranded Alzheimer's Association Walk to End Alzheimer’s, the world’s largest event to raise awareness and funds for Alzheimer’s care, support and research, through a rebrand and fundraising strategies, resulting in growth to $58 million in 2013.

Geiger has significant experience in strategic marketing and program development for nonprofits. Prior to joining the Alzheimer's Association, she spent eight years at the American Cancer Society (ACS) in a variety of leadership roles and has also worked for the American Lung Association and for higher education institutions.

She has her BA and MBA from the University of Pittsburgh and has contributed to a variety of leadership roles and has also worked for the American Lung Association and for higher education institutions.

The Alzheimer’s Association is the world's leading voluntary health organization in Alzheimer’s care, support and research. Our mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer’s. For more information, visit alz.org.