



Katie McBreen is vice president of communications and public affairs at the National Retail Federation. In this role, McBreen develops strategies around NRF's industry and advocacy communications work, including the organization's [*This is Retail*](#) campaign, which highlights the industry's opportunities for life-long careers, how retailers strengthen communities at home and abroad, and the critical role that retail plays in driving innovation. She also manages the organization's online, social media, advertising, and media relations efforts.

McBreen joined NRF from the U.S. Chamber of Commerce, where she served as senior director of communications and strategy. While at the Chamber, she played a key role in developing strategic communications campaigns to advance the Chamber's jobs agenda including the development and launch of the Campaign for Free Enterprise and the Project for Regulatory Reform. Before joining the Communications Division, McBreen managed all communications activities for the U.S. Chamber's Global Intellectual Property Center.

Previously, McBreen was an associate at Gallatin Public Affairs in Portland, Oregon, a Northwest boutique public affairs firm.

McBreen began her professional career with the Bush administration where she spent three years in the Office of the Vice President as the associate deputy director of advance. She traveled around the world coordinating all preparations for the vice president's visits, including the Republican National Convention, the Vice Presidential Debate, the inauguration of President Hamid Karzai in Afghanistan, and the Presidential Inauguration.

In 2013, McBreen was recognized by *PRWeek* magazine as one of "40 Under 40" – young individuals leading the charge for the next generation of communicators.

A native of Idaho, McBreen graduated from Whitman College in Walla Walla, Washington with a bachelor's of arts in politics and a minor in Spanish. She lives with her husband in Washington, D.C.