

Stewart Goodbody, Director of Communications, Girl Scouts of the USA



Stewart Goodbody joined Girl Scouts of the USA as Director of Communications in December 2013. Heading all consumer, strategic, and brand public relations, Stewart led last year's award-winning media launch for Digital Cookie, securing nearly four billion impressions for the groundbreaking new addition to the Girl Scout Cookie Program that creates a fun, safe, interactive space for girls to sell cookies.

Stewart has over 15 years of experience in the consumer, non-profit, food, health, and education sectors working with well-established brands and organizations such as KitchenAid, JOHNSON'S® Baby, Susan G. Komen for the Cure, Hershey's, Cargill, American Legacy Foundation, and Thompson Learning. Her client work has earned over 20 top PR and business awards such as American Business Awards, the Bronze

Anvil, PR World Awards, PR News Nonprofit PR Award, the Bronze SABRE, MarComm Awards, and the Gold Halo Award.

Prior to joining GSUSA, Stewart oversaw cause marketing, integrated marketing, and communications at Sunshine Sachs for corporate and non-profit clients like DoSomething.org, Girl Scouts of the USA, The Mother Company, Dave Thomas Foundation for Adoption, Elizabeth Glaser Pediatric AIDS Foundation, Bing/Microsoft, Baby Buggy, Women's Campaign Fund, and Operation Smile.

Stewart graduated from Skidmore College with a B.A. in English and Women's Studies. She lives with her husband and two young daughters (future Girl Scouts!) in Brooklyn Heights, NY.