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Save the Redwoods League Names Georgia McIntosh as Chief Marketing and Communications Officer

San Francisco, Calif. (Feb. 2, 2024) — [Save the Redwoods League](#) announced today that **Georgia McIntosh** has been named Chief Marketing and Communications Officer. In this key leadership role, McIntosh will oversee organization-wide strategic communications and marketing programs to support the mission, strategic direction and brand positioning of the only nonprofit land trust working across the entire coast redwood and giant sequoia ranges.

McIntosh is a seasoned marketing professional with more than 20 years of nonprofit experience, including strategy and brand development, marketing, advocacy communications, external relations, cross-functional program management, executive and board communications, team leadership and stakeholder engagement.



Georgia McIntosh, newly appointed Chief Marketing and Communications Officer at Save the Redwoods League.

“Georgia is a strategic thinker and experienced leader who has dedicated her career to conservation. I’m excited to have her join our leadership team,” said **Sam Hodder**, president and CEO of Save the Redwoods League. “We are thrilled to have Georgia’s deep marketing and environmental expertise to advance awareness of how the League protects, restores and connects people to our awe-inspiring redwood forests.”

“I am thrilled to be joining the League as it moves into its next stage of growth and success as an organization,” said **McIntosh**. “Growing up in British Columbia, I developed a strong connection to the outdoors, and I spend as much time in nature as I can—hiking, biking and skiing. It is my hope that California’s redwood forests will be here for generations to come, providing their essential benefits and enjoyment for all. I look forward to working with the League’s dedicated and talented professionals to advance our shared mission. I am incredibly grateful for this opportunity.”

McIntosh most recently held the role of Director of Special Projects at [The Trust for Public Land](#), where she was responsible for program leadership and management of organization-wide priority projects. She also served as the Trust’s interim SVP, Chief

Marketing & Communications Officer, leading their work on brand awareness and engagement, public relations, digital, creative and editorial.

McIntosh was previously Vice President for Marketing/Communications at [Earthjustice](#), a nonprofit environmental law organization. She has also worked for several additional nonprofit organizations and marketing agencies.

McIntosh is a graduate of [McGill University](#) in Montreal, Quebec, Canada. She is also a board member for the [Marin Conservation League](#) in San Rafael, California.



Save the Redwoods League

One of the nation's longest-running conservation organizations, Save the Redwoods League has been protecting and restoring redwood forests since 1918. The League has connected generations of visitors with the beauty and serenity of the redwood forests. Our 400,000 supporters have enabled the League to protect more than 220,000 acres of irreplaceable forests in 66 state, national, and local parks and reserves. For information, please visit SaveTheRedwoods.org.

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