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Gina Crumbliss Named President and CEO of Chattanooga Area Food Bank

Chattanooga, TN – The Chattanooga Area Food Bank (Food Bank), Southeast Tennessee and Northwest Georgia’s largest hunger relief organization, announced today the appointment of Gina Crumbliss as President and Chief Executive Officer (CEO), effective June 1, 2016. Ms. Crumbliss will oversee the day-to-day operations of the Food Bank, lead the organization to achieve a bold long-term strategic growth initiative, and engage the community in the fight against hunger. As Senior Vice President, Private Banking Executive at FirstBank, Ms. Crumbliss joins the Food Bank with a successful track record as a bank executive, a strong reputation for achieving desired results, and a passion for leading non-profit organizations to advance social good.

“We are delighted to welcome Gina as President and CEO. She is the right person at the right time for our organization,” said Tom Sullivan, Chairman of the Chattanooga Area Food Bank Board of Directors. “We are confident that her vast experience in cultivating key community partnerships and proven ability to achieve organizational strategic goals will accelerate a real movement to solve hunger in our region.”

In her role as Senior Vice President at FirstBank—Tennessee’s largest independently-owned bank—Ms. Crumbliss has worked to grow the organization’s customer base, cultivate strategic community partnerships, and build brand awareness. Throughout her career, Ms. Crumbliss has collaborated closely with the Board of Directors, President and CEO, and the bank executive management team to build strategic plans, guide brand development, and achieve business growth. During her tenure, Ms. Crumbliss established several key strategic community partnerships including positioning FSG Bank as the “Official Bank of UTC Athletics.”

Ms. Crumbliss brings over 30 years of non-profit experience to her role at the Food Bank. Serving in a variety of capacities—including senior staff member, board member, committee chair, and volunteer—Ms. Crumbliss has tirelessly worked to strengthen the Southeast Tennessee and Northwest Georgia community through her involvement at Ronald McDonald House Charities of Greater Chattanooga, the Chattanooga Zoo, and the Rotary Club of Chattanooga Hamilton Place.

“I have admired the Chattanooga Area Food Bank and its extraordinary efforts to reach our most vulnerable community members. I look forward to joining the organization’s dedicated team and continuing to unite and inspire diverse constituents to help end hunger for every person in our region” Crumbliss said. “Together, we will provide nourishing food so that no one in our community knows what it is to be hungry.”

A Chattanooga native, Ms. Crumbliss graduated with a bachelor's degree from Covenant College. She is a graduate of the American Bankers Association School of Bank Marketing & Management and a graduate of Leadership Chattanooga. In April 2016, Ms. Crumbliss was recognized as a 2016 Women of Distinction Honoree.

Leading a network of over 300 partners in Southeast Tennessee and Northwest Georgia, the Chattanooga Area Food Bank works to eliminate hunger and promote better nutrition in a 20-county service region.

Founded in 1982, the Chattanooga Area Food Bank (CAFB) is committed to leading a network of partners in eliminating hunger and promoting better nutrition in our region. The CAFB acquires and distributes healthy food across a 20-county service region including Tennessee and Northwest Georgia with help from its network of over 300 partner agencies. Last year alone, the CAFB distributed over 13.7 million pounds and served over 25,000 people each week. In addition to food provision, the CAFB works to engage the public in the fight to end hunger and empower people to take responsibility for their health and their lives. For more information or to find out how you can get involved, visit our [website](#), like us on [Facebook](#), or follow us on [Twitter](#).

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