

Emeritus Board



Lyn Rosoff

Retired, Director of Marketing, SmartPower

Lyn Rosoff is a retired marketing executive currently living in Kittery, Maine. Lyn spent 17 years at Arnold Worldwide before starting her own consulting practice, working exclusively with non-profits. In 2002 Lyn helped create a national non-profit in clean energy, SmartPower, and served as its Director of Marketing for 16 years, before retiring in 2016.

Lyn first worked with the Greater Boston Food Bank through the Boston Ad Club, heading up a pro-bono ad campaign on behalf of the organization, and later joined the Board, where she sat on the marketing committee. Lyn served on the search committee that recommended hiring Catherine D'Amato and became Chair of the Board of Directors when Catherine became Executive Director. Throughout her tenure, Lyn has supported efforts by the Food Bank to build stronger brand presence, and is thrilled to see how strong the organization's name recognition has become.