

Carrie Collins
Vice President, Marketing and Communications
YMCA of Northwest North Carolina

Carrie Collins joined the YMCA of Northwest North Carolina as the Vice President of Marketing and Communications in January 2011, where she is responsible for leading the association's marketing, advertising, digital and public relations strategy and implementation. Prior to joining the Y, Carrie spent more than 10 years combined as the Director of Marketing for both Primo Water Corporation and the City of Winston-Salem. In addition to her marketing and brand management experience, she has worked in various sales and business development positions at Dewey's Bakery/Salem Baking Company and ISP Sports (Now IMG College).



Carrie holds a Bachelor of Science degree in journalism/public relations and Master of Sports Administration from Ohio University, and Master of Business Administration from Winston-Salem State University. In addition, she holds a Municipal Administration Certificate from the University of North Carolina at Chapel Hill's Institute of Government, an Advanced Public Information Officer Certification from the Federal Emergency Management Agency (FEMA) and an Organizational Leader Certification from YMCA of the USA.

A Leadership Winston-Salem graduate, Carrie was honored as a "40 Leaders Under 40" recipient in 2005 and currently serves on the Leadership Winston-Salem Board of Directors, City of Winston-Salem Public Assembly Facilities Commission, Winston-Salem State University Board of Visitors and the Maya Angelou Center for Women's Health Advisory Board. Carrie and her husband, Greg, reside in Winston-Salem with their two sons, Drew and Ben. She enjoys playing sports and going to sporting events in her free time.