



## **UNITED WAY OF METROPOLITAN DALLAS NAMES JANELLE ANDERSON PRESIDENT AND CEO; ELEVATES SUSAN HOFF TO EXECUTIVE VICE PRESIDENT**

*New leadership team pairs a former American Airlines and PepsiCo executive with a 17-year United Way veteran to accelerate the organization's mission and impact across North Texas*

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**DALLAS (SEPT. 23, 2026)** – [United Way of Metropolitan Dallas](#) today announced that Janelle Anderson has been named McDermott-Templeton President and CEO, succeeding Jennifer Sampson. Janelle Anderson will begin the role on November 1. The organization also announced that Susan Hoff, a 17-year United Way leader, will be elevated to Executive Vice President and Chief Strategy and Impact Officer.

Janelle Anderson takes the helm following the organization's centennial year, as the organization builds on the momentum of Greater Than: The Campaign for Extraordinary Impact. The goal of the \$800 million campaign is to sustain and expand United Way's work in North Texas for generations to come. The campaign remains on its original timeline and continues toward its full goal.

"United Way of Metropolitan Dallas has spent 100 years bringing this community together to solve problems no one could solve alone," said Ed Galante, Chair of the United Way of Metropolitan Dallas Board of Directors. "As Janelle takes the helm following our centennial year, we are entering an important next chapter for the organization and for North Texas. The Greater Than Campaign is the most ambitious commitment we have ever made to this community, with an \$800 million goal that will help secure United Way's work in North Texas for generations to come. With Janelle Anderson and Susan Hoff leading together, we have the experience, perspective, and commitment to carry this work forward and deliver on that promise for generations to come."

Janelle Anderson served as Chief Marketing Officer at American Airlines, leading global marketing, customer experience design and digital for one of North Texas's most recognized brands. She led the premium customer experience strategy behind American's Admirals Club and Flagship Lounges, ran the digital business behind the airline's app and website, and built American's first marketing mix model.

Before American, she spent 15 years at PepsiCo, rising to lead shopper marketing across PepsiCo's five North American divisions, with a multi-brand portfolio spanning the company's largest brands. She has since served as chief executive of two companies, including Fresh Vine Wine, which she took public, ringing the bell on the NYSE. She most recently served as interim Chief Marketing Officer at Fossil Group. She holds an MBA from the University of Michigan's Ross School of Business. A former NCAA Academic All-American swimmer, she currently serves on the board of the American Red Cross of Dallas.

"I am honored to join United Way of Metropolitan Dallas," said Anderson. "This organization has spent a century earning the trust of this community, and it carries real momentum into its second century — an ambitious campaign, a clear strategy, and a team that delivers. "My job is to build on that momentum and help this community see how much further it can go. I intend to listen first and then make the case for this work as widely and as clearly as it deserves."

Hoff assumes an expanded enterprise leadership role at United Way. Since joining in 2009, she has shaped the organization's long-term strategy and community impact approach, including its 10-year Aspire United 2030 goals and its move from a closed allocation system to open, competitive grantmaking. She led the development of the Social Innovation Accelerator, the Community Vulnerability Compass in partnership with PCCI, and the Data Capacity Building Initiative, and has helped secure more than \$18 million in multi-year government grants supporting early childhood programs.

Before joining United Way, Hoff served as President and CEO of ChildCareGroup, a \$50 million nonprofit with more than 220 employees.

"Our 2030 goals are within reach, and the partnerships and strategy to get there are in place," said Hoff. "Janelle arrives at a moment when this organization knows exactly what we need to accomplish to ensure all North Texans have the access and opportunity to thrive. I'm looking forward to working alongside her to accelerate and amplify our impact in education, financial stability, and health."

Jennifer Sampson concludes 25 years at United Way of Metropolitan Dallas, including 15 as McDermott-Templeton President and CEO, on September 30. During her tenure, the organization mobilized more than \$1 billion in philanthropic resources and now reaches nearly 2.5 million North Texans each year. On October 1, she becomes CEO of The Stephens Greth Foundation.

"The next chapter of United Way of Metropolitan Dallas is in exceptional hands," said Sampson. "For 25 years, I have had the privilege of seeing what this community can accomplish when extraordinary people come together around a shared purpose. Janelle brings deep experience leading organizations through growth and transformation, and Susan has been an architect of United Way's strategy, impact and success for nearly two decades. Together, they will build on extraordinary momentum, advance an ambitious vision for United Way's second century and lead a community that believes deeply in its mission. I will always be one of United Way's biggest champions — and I will always Live United."

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### **About United Way of Metropolitan Dallas**

United Way of Metropolitan Dallas is a social change organization that unites the community to create access and opportunity for all North Texans to thrive. We bring together passionate change-makers alongside corporate, civic and nonprofit partners to drive lasting change and equity in education, income and health – the building blocks of opportunity. United Way is committed to leading a fully inclusive, multicultural movement right here at home. We invite all North Texans to Live United and be part of this change. To give, advocate or volunteer, visit [UnitedWayDallas.org](https://UnitedWayDallas.org).

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