

Mary McGinty is the vice president of communications and public affairs at the National Retail Federation. She oversees strategic communications and public affairs strategies to advance NRF's brand and broaden awareness of its programs and key public policy issues.

McGinty came to the NRF in 2018 from the U.S. Chamber of Commerce Foundation. As senior director of communications and marketing, she led internal and external communications to educate the business community about the work of the Foundation and its five centers of operation.

Prior to the U.S. Chamber Foundation, McGinty was vice president of business development at Ketchum Washington D.C., where she directed new business responses, pitches and prospecting for the D.C. office. She previously served as assistant vice president of communications and marketing for the American Lung Association, where she led the organization's public relations and media relations campaigns advocating for healthy air, improved lung health and smoking cessation. McGinty also served as a senior marketing specialist with the American Red Cross, generating positive visibility for Red Cross corporate partnerships with such organizations as American Express, The Clorox Company, Nationwide, Ryder, Target and Walmart. McGinty began her career at Edelman, where she worked on health education campaigns for such clients as the Preemie Health Coalition, McKesson, Partnership for Prevention and the Center for Substance Abuse Treatment.

McGinty is from Chevy Chase, Md. She attended the University of North Carolina in Chapel Hill and received degrees in political science and journalism/mass communications.