



FOR IMMEDIATE RELEASE

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**OREGON COMMUNITY FOUNDATION NAMES FORMER SPORTS EXECUTIVE AS CHIEF
PEOPLE OFFICER**

**Traci Reandeau Brings Lessons Learned from the Portland Trail Blazers and KEEN to a
Foundation Growing Its Impact Across Oregon**

PORTLAND, Ore. – Oregon Community Foundation has named Traci Reandeau as its new Chief People Officer, responsible for leading organizational culture across 5 offices and 8 regions of the state. Reandeau is a seasoned human resource professional with more than 35 years of experience in creating great places to work with exceptional brands, including the Portland Trail Blazers and KEEN.

The CPO is a new position on the Executive Team at Oregon Community Foundation, a reflection of the organization's increased capacity and impact in recent years. Last year, OCF and its donors distributed \$225 million in grants and scholarships to communities, nonprofits and Tribes working in all 36 counties of Oregon. It was OCF's broadest effort yet to improve the lives of all Oregonians through the power of philanthropy. That impact is expected to grow in the coming years.

“Traci’s blend of wisdom and practicality, enthusiasm for both boldness and the gritty work of change, and her obvious spirit of kindness and respect are traits that will move our organization forward,” said OCF President and CEO Lisa Mensah. “This search process has allowed me to think deeply about the operational needs of our foundation and the team that will best help us achieve the success we all desire in the years to come.”

Most recently, Traci Reandeau served as the VP of Global People and Culture for KEEN/Fuerst Group, where she helped successfully grow the brand to more than 350 employees. The Fuerst Group, including KEEN, Chrome, and fully owned factories and a distribution center, grew to more than 2,300 total employees during her 11-year tenure. Prior to KEEN, she was the Senior Vice President of Human Resources at the Portland Trail Blazers, where she spent 18 years building and professionalizing the core functions of HR as the workforce grew.

“I am thrilled to join the Oregon Community Foundation as the Chief People Officer,” Reandeau said. “Together, we will foster an inclusive and vibrant culture that empowers our team and strengthens our communities. I look forward to collaborating with such passionate individuals dedicated to making a difference and being a part of the continued growth of OCF internally and externally.”

Traci was born and raised in Clatskanie, Oregon and is a proud graduate of the University of Portland. A lifelong advocate of volunteerism, Traci was awarded the Woman of Spirit award for her work in the community in 2007. She is a current member of the board of directors for Albina Head Start, where she has served for more than 20 years. Past community service includes volunteering as a reader for SMART and board member for both Camber Outdoors and Open Meadow Alternative Schools. Traci enjoys traveling, cooking, wine tasting, sports and Oregon’s many outdoor activities. Read more [here](#).

Since 1973, **Oregon Community Foundation** has worked to improve the lives of all Oregonians through the power of philanthropy. In partnership with donors and volunteers, OCF strengthens communities in every county in Oregon through grantmaking, scholarships and research. In 2023, OCF distributed \$225 million in grants and scholarships. Individuals, families, businesses and organizations can work with OCF to create charitable funds to support causes important to them. To learn more, please visit oregoncf.org.

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