



Mairi Burns Biography

Mairi Burns is a strategist and business leader who helps organizations navigate complex challenges and build practical paths to growth and impact.

Her experience spans consulting, agency leadership, financial services and nonprofit fundraising. Throughout her career, she has focused on developing clear strategies, strengthening organizational capabilities and creating systems that connect investments to measurable results. She is known for creating programs, brands and engagement strategies that connect with people, strengthen organizations and support long-term growth.

Before joining Oregon Community Foundation as Chief Growth Officer, Burns served in an executive leadership role at First Tech Federal Credit Union, where she helped modernize the organization's approach to brand strategy, sponsorship investments and marketing measurement. She established frameworks and decision-making processes that connected brand and marketing investments to business outcomes. She also played a leadership role in planning for the largest credit union merger in industry history, helping shape the marketing operating model, brand strategy and growth framework for the combined organization.

Earlier in her career, Burns advised organizations on growth strategy, market positioning and organizational development through leadership roles at CMD, Dunthorpe Marketing Group and her consulting firm, Caledonia Marketing. She also worked in financial services and nonprofit fundraising in the United Kingdom before moving to Oregon.

Over a career spanning more than 25 years, Burns has helped organizations align around a shared vision, make better use of research and insight, strengthen engagement and achieve measurable results.