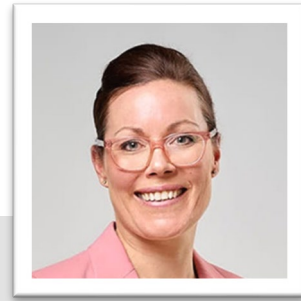


# Katie Armitage

Associate Consultant



Education: University of Reading, MSc, BSc Hons

Residence: Melbourne, Australia

## Experience

Katie joined Marts&Lundy in 2022, bringing her extensive experience and leadership in alumni relations and communications with a track record of delivering strategic and cultural change in complex organisations.

As Associate Director of Alumni Relations at La Trobe University, Katie was responsible for designing and leading the University's global alumni and communications program in support of the University's philanthropic aims. In her role, Katie successfully transitioned the University's alumni and communications function to a more data-led approach creating a more strategic and performance-driven team. Under Katie's leadership the Alumni & Advancement Office achieved significant success in national and global alumni engagement that contributed directly to the Campaign for La Trobe – *Make the Difference*, which recently celebrated reaching \$100 million over five years.

Prior to La Trobe University, Katie worked within London's finance sector at a Private Equity firm and also as Director and Business Development Manager of Reading Real Estate Foundation, an educational charity and alumni association.