

Brooke Van Roekel
Director, Brand
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Brooke Van Roekel is the Director, Brand at the Robert Wood Johnson Foundation. In this role, she works with a team of people to strengthen and grow the Foundation's brand in order to have greater impact in building a Culture of Health in America. Prior to RWJF, she spent 17 years at Nike and the Nike Foundation in a variety of marketing and strategy positions in both the US and Europe. Her work ranged from leading multi-million dollar Olympics campaigns to raising awareness for the needs of adolescent girls in the developing world on the agenda at the World Bank Annual Meeting. She uses the power of story and strategy to shine a light on issues and people with the greatest needs.