



## **Biography:**

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### **Craig Lowder Biography**

Craig Lowder has more than 40 years of marketing and communications experience with corporations in industries including sports and entertainment, telecommunications, publishing and information technology. After 15 years with IBM, he retired June 30, 2013, as vice president-communications Global Technology Services and a member of the Corporate Marketing & Communications leadership team. His responsibilities included global media relations, analyst relations, investor relations, and employee communications. Previously, he was vice president-communications IBM Asia-Pacific based in Tokyo (2003-2007), and vice president-communications IBM Americas based in New York (2002-2003).

Before joining IBM, Lowder worked in corporate communications for The Reader's Digest Association, Inc. (1986-1997) and Southwestern Bell and AT&T (1976-1986). Early in his career, he held public relations jobs in the family entertainment and tourism industry in Kansas City and a public relations agency in New York. He has served as a member of the board of directors for The Reader's Digest Fund for the Blind and The Pleasantville (New York) Fund for Learning. At Reader's Digest, he also worked closely with two affiliated philanthropic foundations: the DeWitt Wallace-Reader's Digest Fund and the Lila Acheson Wallace-Reader's Digest Fund, which merged in 2003 and became The Wallace Foundation.

Craig Lowder graduated from the University of Missouri School of Journalism in 1973. He and his wife, Susan, who have three grown sons, recently moved from New York to Lake Saint Louis, Missouri.

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