

NETWORKING OVER NASHVILLE

SPEAKER BIOS

CRYSTAL CHURCHWELL EVANS

Crystal Churchwell Evans is a graduate of Wellesley College (Bachelor of Arts) and Vanderbilt University (Master of Business Administration). She has a career that spans both non-profit institutions, technology start-ups, and Fortune 500 companies. She is the Vice President of Development and Alumni Affairs at Fisk University overseeing all fundraising efforts for the institution alongside fostering connections with its alumni community. Prior to Fisk, Evans was in marketing leadership in the technology start-up space at Built Technology and Launch Tennessee, respectively. While in those roles, she led marketing campaigns, branding efforts, and established numerous organizational processes. Notably, Evans served as Director of Development at the Frist Art Museum for over five years where she led the team dedicated to the museum's financial sustainability through growing its membership base, diversifying its revenue streams, and establishing a strong government liaison program.

Prior to joining the Frist Art Museum, Evans worked in brand marketing for various multi-national Fortune 500 companies. Her marketing career includes brands such as Heinz® tomato ketchup (Kraft Heinz Company, formerly H. J. Heinz Company), Scrubbing Bubbles® (S.C. Johnson & Son), and, most recently, Pedigree® (Mars Petcare). Evans' civic and community engagement is exemplified through membership in Rotary International (Downtown Nashville) and The Links, Incorporated. She is a 2018 alumna of Nashville Emerging Leaders and was asked to serve on the evaluation panel for the Equality Can't Wait Challenge (A project of Pivotal Ventures, Melinda French Gates' investment and incubation company). She is also an alumna of Leadership Nashville (Class of 2026).

She and her husband, Victor, live in Nashville, Tennessee with their two young children.