



United Way of
Cumberland County

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT INFORMATION:

United Way of Cumberland County

Scott Embry, Executive Director

910-438-1179x222

scottembry@unitedway-cc.org

United Way of Cumberland County Welcomes New Executive Director, Scott Embry

New leadership at United Way of Cumberland County

Fayetteville, N.C. (May 20, 2024) – United Way of Cumberland County is pleased to announce the appointment of Scott Embry as its new Executive Director. Scott Embry brings to our organization a wealth of expertise and a robust track record of leadership in sales and marketing, qualities that are invaluable as we strive to enhance our community impact.

Scott's previous leadership roles, including Director of Advertising at the Fayetteville Observer, have equipped him with a deep understanding of strategic partnership development, team building, and, most importantly, a passion for community service. This passion and his strategic acumen will be crucial as we forge ahead with our goals of improving education, financial stability, and health within our community.

"As the new Executive Director of the United Way of Cumberland County, I am honored and excited to serve this incredible community. I look forward to building on the impactful work of my predecessors and working together to create a brighter future for all" says Scott Embry.

As we welcome Scott into this pivotal role, we are enthusiastic about the fresh perspectives he brings and his unwavering commitment to fostering a vibrant community where everyone has the opportunity to thrive. His dedication to our values and proven leadership abilities make him an exceptional leader for our organization as we continue addressing the most pressing challenges facing our community.

Please join us in welcoming Scott Embry to his new role. He is eager to connect with you and can be reached at scottembry@unitedway-cc.org or 910-483-1179 x 222.

United Way of Cumberland County

Our mission is to improve lives across Cumberland County by strategically raising and investing resources that successfully impact prioritized human service and health needs while working in effective and innovative partnerships with direct provider agencies. To learn more visit <https://www.unitedway-cc.org/>

#