

## Keenan Kurihara Professional Bio

Keenan Kurihara serves as the director of marketing and communications at Maryknoll School, Hawaii's largest, co-ed, K-12 Catholic school. Keenan joined the leadership team at Maryknoll in 2015, having previously worked within the marketing department at Hawaiian Airlines. Prior to beginning his marketing and public relations career in Hawaii, Keenan graduated from Maryknoll School and went on to study public administration and strategic communications at Seattle University.

At Maryknoll, Keenan is responsible for creating, managing and leading the organization's strategic marketing, advertising, communications, branding and digital presence. He also serves as the editor-in-chief of the Knoller Magazine, Maryknoll School's annual school-wide publication. During his time at Maryknoll School, he has led the charge in elevating the school's brand, broadening the reach and appeal of the school to a wider audience and has increased engagement amongst Maryknoll's core constituencies of current & prospective families, students, faculty, staff, and alumni. Keenan has worked to ensure that faith and service, through the lens of Maryknoll's motto, *Noblesse Oblige*, is at the forefront of the school's internal and external identity and brand.

In addition to serving on the PRSA Hawaii Board of Directors, Keenan is an active member of the Hawaii Chamber of Commerce Young Professionals program and the American Marketing Association's Hawaii Chapter.

Outside of professional organizations, Keenan serves as the communications chair for the Seattle University Hawaii Alumni Chapter, is a member of the Maryknoll School Alumni Council, and volunteers with the Boys to Men Hawaii Mentoring program.

In his free time, Keenan enjoys spending time with family and friends, traveling and visiting new places, and enjoying our island home.