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FOR IMMEDIATE RELEASE

The Y in Central Maryland Strengthens Executive Leadership Team to Support Strategic Growth and Community Impact

Baltimore, MD — The Y in Central Maryland today announced the addition of two senior executive leaders, Todd Langenberg as Senior Vice President of Development and Elizabeth Morgan as Senior Vice President of Marketing, both of whom will work with the Y's board and leadership team to advance the organization's long-term growth, visibility, and community impact.

These appointments reflect the Y's continued investment in leadership as it expands programs, deepens community partnerships, and advances its *All in on Community* strategic plan through 2028.



As Senior Vice President of Development, Langenberg leads all fundraising efforts for the organization, including grants management, and manages the Y's full development team. He brings more than 20 years of nonprofit leadership experience, most recently serving eight years at Towson University, where he directed fundraising across seven academic colleges, six centers and institutes, and 19 NCAA Division I programs. During his tenure, Towson completed an unprecedented \$100 million comprehensive campaign.

Previously, Langenberg led development at Loyola Blakefield, where he completed the school's largest campaign in its history, a \$27 million comprehensive effort. His earlier career includes senior leadership roles at United Way of Central Maryland and the American Heart Association in Maryland.

A graduate of Loyola University Maryland's Sellinger School of Business, Langenberg's connection to the Y began early in life, working as a lifeguard in high school – an experience that sparked a lifelong commitment to the organization's mission.

"The Y plays a vital role in strengthening communities, and I'm honored to help advance that mission across Central Maryland," said Langenberg. "This is a moment of tremendous momentum for the organization, and I'm excited to work alongside the Y's associates, volunteers, and supporters to grow our impact and ensure our programs remain accessible to all."



Elizabeth Morgan joins the organization as Senior Vice President of Marketing, where she leads marketing, brand development, and communications strategy, overseeing the Y's marketing team. She succeeds Sara Milstein, who recently retired after more than 18 years of distinguished service.

Morgan brings a creative-first, integrated approach to brand leadership shaped by nearly a decade at HHL Advertising, where she advanced through senior roles and most recently served as Vice President, Creative Director. There, she led national retail campaigns from concept through execution, guiding cross-disciplinary teams and delivering storytelling designed to drive growth and long-term brand loyalty.

Earlier in her career, Morgan served as Senior Producer and Director at Sinclair Broadcasting, overseeing broadcast and digital content production and managing multidisciplinary creative teams and external partners.

She holds an MBA from the University of Maryland Robert H. Smith School of Business and a Bachelor of Arts degree from Temple University.

"The Y's trusted presence and mission-driven work create an incredible opportunity to tell stories that matter," said Morgan. "I'm excited to join this team to strengthen how we communicate the Y's un-paralleled role in building healthier, more connected communities across Central Maryland."

“Elizabeth brings a deep understanding of how to translate mission into modern, meaningful storytelling,” said John Hoey, CEO and President of The Y in Central Maryland. “As we grow our reach and impact, strong brand clarity and connection are essential. Her leadership will be instrumental in how we engage our members, donors, and communities moving forward.”

Hoey emphasized that both executives will help the organization to accelerate its evolution as it works to deepen its impact on an ever-changing community.

“As the Y grows, we must expand our capacity to engage the community in supporting our mission as well as sharpen our messaging about the extensive work we are doing every day, Todd and Elizabeth join us at a pivotal moment. Together, their leadership strengthens our foundation and positions the Y in Central Maryland to deepen its impact for years to come.”

With these strategic appointments, the Y in Central Maryland continues to invest in leadership that supports sustainable growth, innovation, and community-centered impact across the region.

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About the Y in Central Maryland

Our Mission:

The Y is a charitable organization in Central Maryland dedicated to developing the full potential of every individual through programs that build healthy spirit, mind and body for all.

Our Commitment:

At the Y, we are committed to providing family-oriented, affordable, high quality programs. A cause driven organization with three areas of vital focus:

- For Youth Development: nurturing the potential of every child and teen
- For Healthy Living: improving our community’s health & well-being
- For Social Responsibility: giving back and providing support for our neighbors

The Y is a place for everyone. People of all races, ages, faiths, gender, abilities, backgrounds and incomes are welcome and financial assistance on a sliding scale is available to those who would otherwise be unable to participate.

Our Values:

Caring, Honesty, Respect and Responsibility

Visit ymaryland.org for more details.