Meet: Kristen Greenaway  
President, CBMM

Kristen Greenaway was born and raised in New Zealand, graduating with a BA and MSoSci from the University of Waikato in 1984; and a MA from Duke University in 2017. After graduating, she joined Coopers & Lybrand as their first national marketing manager—she was based in Christchurch for two years, with another two years in Auckland.

In 1989, she left NZ sailing in the inaugural Auckland to Fukuoka Yacht Race on a 60ft ketch as a member of an all-women’s crew—they placed eighth after two months racing via Suva and Guam. After a month wandering Japan, Kristen made her way to London where she rejoined Coopers & Lybrand as head of marketing for C&L’s Financial Services Department, with responsibilities for the UK and Europe. In 1991, she joined the UK law firm Herbert Smith as head of marketing. Now living in Cambridge, Kristen joined Cambridge University’s Sidney Sussex College as Director of Development in 1993.

In 1996, she moved back to London to be deputy director of development at University College London, the original University of London. After 15 months at UCL, the university sent Kristen to New York to found its North America development and alumni relations office. After two years in NYC, Kristen moved to Rotterdam in 1999 to be director of the career management center for Erasmus University’s international MBA program, the Rotterdam School of Management. One year later, she moved to San Diego to help her wife care for her ailing mother. In San Diego, Kristen was the executive director of the San Diego Sea to Sea Trail, and then director of events and communications for Sally Ride Science.

In 2005, Kristen moved to Durham, NC to take on the role as director of development for Sigma Xi, The International Research Society; and in 2008 she joined the Nasher Museum of Art at Duke University as director of development and external relations.

In July 2014, she accepted the position as President of the Chesapeake Bay Maritime Museum, with a personal goal to advance CBMM’s mission while leveraging CBMM’s resources to support the missions of nearly 40 non-profit community partners. Partners include the SOS-Sink or Swim Program, Benedictine School, Talbot Mentors, ShoreRivers, and Talbot Watermen’s Association. Kristen’s mark on the community is most exemplified by the creation of the Rising Tide After-School Boatbuilding Program, which is changing lives through mentoring and skill training.

As the chief executive and first female president of CBMM, Kristen oversees a full-time staff of more than 45 professionals, and a volunteer corps of more than 200. She shares three rules with all new staff: “No surprises; no assumptions; and when needed, you can always blame me.”

For 12 years and counting, Kristen has competed in the WaterTribe Everglades Challenge, an unsupported, expedition-style adventure race for participants and their kayaks, canoes, and small boats. The distance is roughly 300 nautical miles from Tampa Bay to Key Largo, with the race required to be completed in eight days or less. In her second year competing, Kristen’s record as the female lead in a single kayak was beaten, by Kristen.

Kristen is a member of the Miles River Yacht Club. She serves on the Executive Council of the International Congress of Maritime Museums, and in that role was chair of the Program Planning Committee for the 2017 ICMM Congress, held in Valparaiso, Chile.

This log canoe racing season, Kristen is the skipper of Flying Cloud, built in 1932 by John B. Harrison. Flying Cloud is the second largest boat in the log canoe fleet, and one of three log canoes CBMM regularly races.

Kristen and her family reside on Spencer Creek in St. Michaels, Md.