



# Greg McCullough

## EXECUTIVE VICE PRESIDENT, CHIEF MARKETING & COMMUNICATIONS OFFICER

Greg McCullough is executive vice president, chief marketing and communications officer of Thrivent, a Fortune 500 financial services company.

In his role, McCullough oversees all brand and integrated marketing, internal and external communications and strategic partnerships for the organization. He leads integrated strategies that strengthen Thrivent's reputation, expand brand awareness and support growth by deepening engagement with clients, financial advisors, employees and communities. He previously served as Thrivent's Chief Communications Officer and Chief of Staff to the CEO.

McCullough has extensive experience as a global digital, marketing and communications executive. Before joining Thrivent, McCullough led corporate marketing for Medtronic, where he directed omnichannel campaign strategy and execution, corporate citizenship and marketing partnerships in 160 countries. Prior to Medtronic, he held leadership roles at Fortune 500 companies in several other industries and served as chairman of the Minnesota Campaign Finance and Public Disclosure Board.

McCullough has a B.A. in American culture and an M.S. in journalism from Northwestern University, where he also set four school track and field records. He also holds an MBA from the University of Minnesota and completed the Executive Marketing Program at Stanford University. He serves as a volunteer at the Greater Minneapolis Crisis Nursery.

### About Thrivent

Thrivent is a Fortune 500 financial services company that helps build, grow and protect financial well-being through purpose-driven advice, investments, insurance, banking and generosity programs. Thrivent serves more than 2.4 million clients through thousands of financial advisors across the country and has more than \$212 billion in assets under management/advisement (as of 12/31/25). Thrivent carries strong financial ratings from independent rating agencies, including AM Best, Moody's and S&P Global Ratings, which demonstrate the company's financial strength, stability and ability to pay claims. Ratings don't apply to investment product performance and more information can be found on each rating agency's website. For more information about Thrivent, visit [Thrivent.com](https://www.thrivent.com) or find us on [Facebook](#), [Instagram](#) and [LinkedIn](#).

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