



FOR IMMEDIATE RELEASE

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Generation180 Welcomes Three Dynamic New Leaders to Its Board of Directors

Monisha Som, Jeannine Ginivan, and Susie Lyons bring deep communications expertise and strategic vision to national clean energy nonprofit

Charlottesville, VA — Generation180, a national nonprofit inspiring and equipping people to take action on clean energy, is proud to announce the addition of three accomplished strategy and communications leaders to its Board of Directors: **Monisha Som, Jeannine Ginivan, and Susie Lyons**.

“We’re thrilled to welcome Monisha, Jeannine, and Susie to our board,” said Stuart Gardner, Executive Director of Generation180. “Each brings a distinct and powerful set of experiences that will strengthen our ability to reach new audiences, shape public narratives, and inspire everyday people to be part of the clean energy transition.”

“Monisha, Jeannine, and Susie bring a depth of experience and a fresh perspective to Generation180 at a pivotal moment in our growth,” said **Randy Castleman, Board Chair**. “Their leadership in strategic communications, brand storytelling, and movement-building will be instrumental as we work to shift culture and accelerate the clean energy transition. We’re excited to welcome them to the board and grateful for the passion and expertise they bring to our mission.”

Monisha Som is the Communications Director at Future Currents, a movement utility supporting nonprofits and leaders in developing long-term, actionable strategies. She brings a deep background in philanthropy and communications, having previously served as a principal at Omidyar Network and as Communications Director at Venture Philanthropy Partners. Monisha also spent several years at Spitfire Strategies, where she supported leading foundations and nonprofits across issue areas with strategic communications and advocacy.

“I’ve spent my career helping movements and organizations tell stories that drive lasting change — and clean energy is one of the most urgent stories of our time,” said Som. “Generation180 understands the power of culture in shaping action, and I’m honored to join their board as they continue building momentum from the ground up.”

Jeannine Ginivan is Executive Vice President at Curley Company, bringing over two decades of corporate communications leadership. Her experience spans sustainability, public policy, and brand strategy. Most recently, she served as Senior Director for Policy and Sustainability Communications at General Motors, where she led communications around GM’s push toward

an all-electric future. Jeannine has also held communications leadership roles at Volkswagen Group of America and Nissan North America and began her career at Stratacomm in Washington, DC. She holds a B.A. in Communications from Old Dominion University and is pursuing her MBA from the University of Illinois at Champaign.

“Joining Generation180’s board is a natural extension of my commitment to sustainability and impactful communication,” said Ginivan. “This organization is doing the critical work of turning clean energy awareness into everyday action, and I’m thrilled to help shape that narrative at such a transformative time.”

Susie Lyons has been a strategic leader across top agencies and media brands for the last 23 years. A classically trained brand planner with deep experience in comms, culture, and data strategy, Susie has built and led multidisciplinary and cross-functional teams nationally and globally. Susie has developed emotionally resonant and culturally relevant ideas for a wide range of brands, including Target, Planned Parenthood, Volkswagen, Diageo, Kroger, Capital One, Pizza Hut, A&E Networks, Lifetime, VICE Media Group, Kia, P&G, Unilever, ABI, Expedia, Nintendo, The California State Lottery, and Verizon Wireless.

“We’re in a cultural moment where people want to be part of something bigger – and Generation180 is helping make clean energy feel accessible, inspiring, and actionable,” said Lyons. “I’m excited to bring my background in creative strategy to support a mission that meets people where they are and moves them to act.”

For more information about Generation180 and its Board of Directors, visit www.Generation180.org.

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About Generation180

[Generation180](http://www.Generation180.org) is a national nonprofit working to inspire and equip people to take action on clean energy in their homes and communities. We lead national education campaigns to electrify homes, buildings, and transportation – the biggest sources of carbon emissions. By partnering with artists and storytellers, we work to change the climate narrative from gloom and doom to “We Got This!” and give people meaningful ways to take action toward a cleaner, healthier, and more equitable energy future.