



Chris Doane Selected to Lead Southern Conservation Trust

(Fayetteville, Georgia – February 2024) The Board of Directors of Southern Conservation Trust has unanimously selected Chris Doane, a dedicated and proven conservation enthusiast, as their new President and Chief Executive Officer. The announcement was made by James Yates, Chair of the Board and Senior Construction Manager for Comcast.

The Chason Group (www.thechasongroup.com), an executive search firm specializing in non-profits, chambers of commerce, economic development organizations, and foundations, assisted SCT with the search process.

Doane is replacing Katie Pace Quattlebaum who served seven years as Chief Executive Officer and Executive Director until stepping down in May of 2023. She built the organization from a staff of one to 18 team members during that period. Quattlebaum also grew the number of acres under conservation easement to 55,000 plus.

“Chris’ experience in the areas of leading and building a non-profit like SCT weighed significantly in the Board’s thought process,” according to Yates. “He brings a proven record of building sustainable revenues in the world of conservation. Also, Chris is a visionary and results oriented. His previous engagements show that collaboration is always at the top of his mindset.”

Doane most recently served as President and Creative Director for The Crezent Agency in Newnan, Georgia. The award-winning marketing agency offers a broad range of consulting services to a diverse client base. Doane and his team consulted for multiple international brands and hundreds of small businesses including Hella, Duracell, Yanmar, and Piedmont Hospital. Previously, he held positions with Atlanta American Corporation, Paxton Media Group, and Flint River College.

In the non-profit arena, Doane is the President of SORBA Atlanta (MTB Atlanta). The organization supports conservation and passive green space development at more than 30 sites and 200-plus miles of shared use trails for hikers, cyclists, and equestrians across the Atlanta region. While President of SORBA Atlanta, the organization has established relationships with 25-plus organizations including Georgia State Parks, The Army Corps of



New Contact Information

Chris Doane
President and Chief Executive Officer
Southern Conservation Trust
305 Beauregard Blvd.
Fayetteville, GA 30214
Office: 770-486-7774 ext. 701
Cell: 678.378.3562
chris@sctlandtrust.org
www.sctlandtrust.org

Engineers, The Southeastern Trust for Parks and Land and multiple cities and counties in an effort to conserve greenspace and activate passive recreation opportunities.

Doane also serves as Vice President and Incoming President of SORBA/IMBA in Gainesville, Georgia. The SORBA/IMBA organization consists of 47 chapters across 7 states, 10,000-plus members and supports 6000-plus miles of shared use trails across the Southeast.

“A lifelong aspiration of mine has been to positively influence my community,” Doane says. “Aligning with organizations focused on outdoor recreation, conservation, outdoor programming, and health and wellness has been my chosen path. My passion for adopted initiatives is reflected in tangible actions and measurable results. The position with Southern Conservation Trust resonates with my interests, successes, and achievements.”

Doane was selected as a finalist for the Coweta Citizen of the Year in 2023; chosen as the 2021 Rotarian of the Year, Newnan Rotary; and 2016 Small Business of the Year, Newnan-Coweta Chamber. He and his wife, Karen, have four children.

About the Southern Conservation Trust. The Southern Conservation Trust, based in Fayetteville, Georgia, is dedicated to elevating nature through exceptional stewardship throughout Georgia and the Southeast. Founded in 1993, the organization has had a leap of growth in the last five years, resulting in the conservation of over 55,000 acres in 13 states, the opening of the Fayette Environmental Education Center, and the additional growth of nearly a dozen public nature preserves. www.sctlandtrust.org