

Christine Reichelt Pepper, MBA, CAE Chief Executive Officer

Christine Reichelt Pepper has served as Chief Executive Officer of the National Funeral Directors Association (NFDA) since December 21, 2001, becoming the first woman to lead the world's largest funeral service association. Her career with NFDA began in January 1986 as Director of Finance & Operations, followed by Controller. After nine years of distinguished financial leadership, she was promoted to Assistant Executive Director in 1995 and later assumed the role of Acting Executive Director before being named CEO.

Under Christine's leadership, NFDA has continued to strengthen its position as the leading and most trusted association representing funeral service globally. She leads a team of more than 40 professionals who deliver innovative education, advocacy, research, and resources to more than 20,000 funeral directors worldwide. Her leadership is grounded in a deep commitment to supporting members as they serve families with excellence, compassion, and integrity.

Christine authors a monthly column in *The Director*, NFDA's flagship publication, where she offers insight, perspective, and inspiration to the profession. A sought-after speaker, she addresses audiences around the world on leadership, association management, and the evolving landscape of funeral service.

She is an active member of the American Society of Association Executives (ASAE), the Wisconsin Society of Association Executives (WSAE), and Association Forum. She is a past president of WSAE and has served on several bank and association boards.

Christine earned her bachelor's degree in accounting and real estate and her Master of Business Administration from the University of Wisconsin–Milwaukee.

Born in Germany, Christine immigrated to the United States with her mother and siblings in 1964 and became a U.S. citizen in 1983 — an experience that shaped her deep appreciation for opportunity, service, and community.

She resides in Oconomowoc, Wisconsin, and is the proud mother of two children, Zachary and Delaney.