



## **Kim Joiner**

Anne Kimberley “Kim” Joiner of Kentucky serves as the Deputy Assistant to the Secretary of Defense for Strategic Engagement. Ms. Joiner was appointed in May 2018 and is the principal advisor to the secretary of defense on matters related to strategic outreach, corporate and stakeholder engagement, community relations, national sports league partnerships, entertainment and documentaries, social responsibility, and outreach policy. She also oversees the digital engagement team, which supports 14 platforms with more than 8 million followers.

Ms. Joiner focuses on advancing the Defense Department’s public affairs mission: connecting Americans with their military; showcasing its myriad programs and capabilities while driving key messages in support of the all-volunteer force. Through proactive relationship cultivation, collective impact, policy advancement and cross-sector industry engagement, she is at the forefront of shaping and enhancing the conversation.