

Krista Coletti currently serves as Regional Executive of the South Florida American Red Cross. She leads a diverse and expansive region encompassing 18 counties, supported by 60 employees and more than 1,900 dedicated volunteers. Krista is known for her inclusive leadership style, her ability to build strong relationships, and her commitment to empowering individuals and teams. She is widely regarded as a strategic thinker, a skilled communicator, and a compassionate leader.

Krista's career with the American Red Cross is distinguished by a series of high-impact roles and achievements. As Chief Development Officer for the Greater New York Region, she oversaw fundraising efforts that generated over $25 million annually. Her strategic leadership continued in roles such as Senior Director of Development for the Northeast Division and Chief Development Officer for the Connecticut and Rhode Island Region. In recognition of her outstanding contributions, Krista received the prestigious Presidential Award from the American Red Cross in 2018, presented at a national ceremony in Washington, D.C.

Prior to joining the Red Cross, Krista served as Director of Advancement at Chase Collegiate School in Connecticut, where she led two successful capital campaigns that raised over $30 million for infrastructure improvements and student scholarships. Her earlier roles include Marketing Director for the American Diabetes Association and Special Events & Public Relations Specialist for Foodshare, where she honed her expertise in communications and community engagement.

Krista's dedication to service extends beyond her professional roles. She has served on the boards of Holy Cross High School, Highfield Club, Riverside Cemetery, and Family Services of Greater Waterbury. A 2001 graduate of Leadership Greater Hartford, Krista also contributed to emergency response efforts as a logistics team member at City Harvest during the 9/11 crisis, ensuring food delivery to emergency workers.

She holds a B.A. in Marketing and Communications from Central Connecticut State University. Krista and her husband, David, raised their three children—Brooke, Caitlyn, and Luke—in Watertown, Connecticut, and now reside in Cape Coral, Florida. Outside of work, Krista enjoys spending time with her family and engaging in activities such as tennis, pickleball, and boating.