

MOMENTUM TEAM

BIOS & CONTACT INFO



APRIL BENETOLLO

CEO

April Benetollo joined Momentum as Chief Executive Officer in November 2017 with a vision to expand the opportunities to advance women in leadership. Prior to joining Momentum, April was the SVP of Marketing at Daxko, a market leader in software for the health and wellness industry. As an original member of the Daxko leadership team, April's 16-year tenure at Daxko included positions in General Management, Marketing, Sales, Product Strategy, HR, and Career Development, all reporting to the CEO.

EMAIL

abenetollo@momentum
leaders.org

PHONE

D 205.202.6208
C 205.821.8898

April is a frequent public speaker on leadership development, employee engagement, healthy teams, inclusive culture, and emotional intelligence. April is a graduate of Momentum (Class Ten), a founding board member of TechAlabama, and also currently serves on the Marketing and Sales Advisory Board for the UAB Collat School of Business, the Bronze Valley Board of Directors and the Mixtroz Advisory Board. In 2019, April was named "Woman to Watch in 2020" by the Birmingham Business Journal; in 2021 April was a BBJ CEO of the Year Honoree in the small nonprofit category; in 2022 April was honored in the Who's Who in Nonprofits by the BBJ, she was the recipient of the Women's Empowerment Award from the Birmingham Urban League, and recognized by Yellowhammer Multimedia as a Woman of Impact in Alabama. In 2023 April was again recognized in the Who's Who in Nonprofits by the BBJ.

April graduated magna cum laude from The University of Alabama with a BA in International Studies, is fluent in French, and worked in Paris, France and Orlando, Florida for several years before returning to Birmingham in 1998. April, her husband Emmanuel, live in Vestavia. They have two nearly grown children, a son at Auburn University and a daughter at The University of Alabama.



ANDREA MCCASKEY

STATEWIDE DIRECTOR OF PROGRAMS

Andrea McCaskey is Momentum's Director of Programs. Prior to joining Momentum in 2018, Andrea served as Vice President of Human Resources at BioHorizons Implant Systems, Inc. where she and her team managed all aspects of the Human Resources Department for more than 500 employees worldwide. Prior to joining BioHorizons, she was Vice President, Human Resources at Regions Bank.

EMAIL

amccaskey@momentum
leaders.org

PHONE

D 205.321.6101
C 205.503.3859

Andrea received her B. S. in Finance from Tennessee Technological University in Cookeville, TN. In her community work, she is past President of the YWCA of Central Alabama Board of Directors where she has served for more than 20 years. Additionally, Andrea is a sustaining member of the Junior League of Birmingham and was the 2006-2007 president, becoming its first African American president. She also serves on the boards of Baptist Health System, and Collat Jewish Family Services.

In 2012, Andrea created Sanctuary, a retreat ministry for women. She is a certified life coach and retreat leader.

Andrea is married to retired Birmingham Police Deputy Chief, Jamal McCaskey. They are the proud parents of two young adults, Brandon and Madison.

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TINA UPSHAW

DIRECTOR OF OPERATIONS

Tina Upshaw is the Director of Operations for Momentum. She has served Momentum since 2002 and was an integral part of the organization's growth from the startup of one executive leadership program to expanding its outreach and impact on Alabama with additional programming. Tina is responsible for the oversight of the organization's administrative processes including financial, human resources, contracts, IT and strategic planning.

Prior to joining Momentum, Tina held various positions in both the for-profit and non-profit sectors. From counseling at a residential children's home to managing logistics at a large corporation, she has focused on her talents for operations as well as her passion for watching others grow and develop.

A native of North Carolina, Tina received a B.A. in Psychology with a minor in Communications from Wake Forest University. Currently, she is serving on the Alabama Environmental Council board and shares her passion for living sustainably with minimal impact on the environment. She also serves on the Girl Scouts of North Central Alabama board.

Tina and husband, David, enjoy rare moments with their college daughter and hiking with their Aussie.

EMAIL

tupshaw@momentum
leaders.org

PHONE

D 205.321.6102
C 205.542.2787



DARLA MORRISON

MENTORING COORDINATOR

Darla Morrison has a life-long love for connecting and promoting others. Her education background comes from earning her BS in Psychology from Jacksonville State University, and her Master's in Communication from University of Alabama in Birmingham. She has been working with nonprofits and small businesses, especially female-owned businesses and entrepreneurs, for over 10 years. She has held the position of executive director, public relations and marketing director, and served on the boards for various organizations and businesses throughout her career. Her passion to connect people and share knowledge led to being the founder of Lioness Summit and is a DISC certified trainer, and mentoring with 4Word women, a business organization for Christian women.

Darla is the mom of three courageous young women, two incredible bonus-sons, and is Gigi to four adorable grand-loses. She is an avid fan of hiking, volunteering with greater Birmingham Humane Society, and Wildstream, a divorce recovery retreat ministry.

EMAIL

dmorrison@momentum
leaders.org

PHONE

D 205.202.6988
C 256.453.9615

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KATIE HANNAH

DIRECTOR OF DEVELOPMENT

As the Director of Development, Katie Hannah brings years of diverse and innovative nonprofit marketing and fundraising experience to Momentum. She is responsible for cultivating financial support of our programs and ongoing statewide expansion. She will work diligently alongside our individual donors and corporate sponsors to advance our mission and impact the women in our state.

EMAIL

khannah@momentum
leaders.org

PHONE

D 205.202.6388
C 205.913.0332

In her previous roles with Ronald McDonald House Charities of Alabama, Katie created and expanded giving programs, executed record-breaking fundraising events, and strategically led donor communications. Most recently as Director of Marketing and Fund Development at Alabama Goodwill, she led communications, public relations, and development efforts in a 38-county territory. Simultaneously, she also planned and executed the in-store marketing and openings of six new locations across the state.

Katie has experienced Momentum's impact firsthand as a member of Upward Class 4. She is a Cum Laude graduate of the University of Alabama with a B.A. in Communication and Information Sciences and is also a member of AFP Alabama.

She is a native of Birmingham, and lives with her husband Tyler, their two-legged children – JT and Drew, and their four-legged children – Mulli and Arnie. She is a podcast aficionado and enjoys golf and travel.



AMY GANDY

HUNTSVILLE PROGRAM MANAGER

A graduate of Mississippi State University, Amy has lived in Huntsville for over 30 years. Working as full-time wife and mother, Amy found her passion for Huntsville and the community by volunteering in the Huntsville City School System and the Junior League of Huntsville. After serving as President of the League, her community experience led her to begin a career in Development and Community Relations. She has worked for Lincoln Village Ministry, Huntsville-Madison County Public Library, the National Children's Advocacy Center, Leadership Greater Huntsville and was able to combine her love of community and hospitality at the Church Street Family Restaurant and Hospitality Group. She is active in the community serving on the Fantasy Playhouse Children's Theatre and Academy Board, the Huntsville Museum of Art Guild and on the Huntsville Library Foundation Board. Amy is married to Todd and has 3 grown children: Abby, Anna and Parker. She loves traveling with her family, anything theatre related and entertaining in her home.

EMAIL

agandy@momentum
leaders.org

PHONE

D 205.202.6204
C 256.468.7795

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LINDSEY SETZER

PROGRAM & EVENTS MANAGER

As a seasoned professional in event planning, business development, and client relationships, Lindsey has planned thousands of events during her career.

After graduating from Auburn University with a Bachelor's degree in Communications and a double minor in Business and Spanish, she has spent her professional career in the Birmingham area. Whether coordinating intimate baby showers, grand weddings or live-streaming conferences to attendees across the globe, she has enjoyed getting to know all of her clients and helping them plan successful events.

Spending time working within the community is very important to her. She is currently Chair Elect for the board of CAHABA (Central Alabama Hospitality, Attractions, and Business Association) and has previously served on committees with the Hoover Chamber of Commerce and served as the President of the Young Professionals for Vestavia Hills Chamber of Commerce. In addition, she served for nearly 20 years on the board and as Regional Director for Destination Imagination, a non-profit dedicated to teaching youth creative problem-solving skills.

EMAIL

lsetzer@momentum
leaders.org

PHONE

D 205.202.6427



JESSICA CAMMACK

MOMENTUM WORKS PROGRAM MANAGER

Jessica Cammack is the Owner of The Mack Master Professional Organizing based in Birmingham, Alabama. With a background spanning nearly two decades in retail, banking, customer service, and insurance, she transitioned into entrepreneurship, leveraging her expertise as a Professional Organizer & Clutter Coach at the onset of the COVID-19 pandemic. Passionate about empowerment and purposeful living, Cammack helps individuals seeking more from their lives, homes, and offices across the nation.

Jessica oversees the newly launched Momentum Leaders cohort, Momentum Works. In this capacity, she will manage program enrollment, logistics, communication, participant experience, and research, aiming to expand the program's reach within the State of Alabama. With a Bachelor of Business Administration (2009) and a Master of Science in Management (2010) from Faulkner University, Jessica Cammack continues to be a driving force in the professional organizing landscape.

EMAIL

jcammack@momentum
leaders.org

PHONE

D 659.599.1848