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Save the Redwoods League Names Linneth Lim as Chief Financial Officer

San Francisco, Calif. (February 20, 2023) — [Save the Redwoods League](#) today announced the promotion of Linneth Lim to chief financial officer (CFO). Lim oversees all aspects of the League's finances and is responsible for advising on all fiscal matters behind the League's work to protect, restore and connect all people with California's coast redwood and giant sequoia forests. Lim reports to President and CEO Sam Hodder, and she will be a key strategic partner on the nonprofit organization's senior leadership team.

"I'm ecstatic to share that Linneth Lim has accepted the position of chief financial officer for Save the Redwoods League," said Hodder. "She is a consummate professional and critical member of our staff who has already demonstrated her extraordinary capabilities and leadership as acting CFO and controller."



Linneth Lim, newly appointed chief financial officer at Save the Redwoods League.

"Save the Redwoods League was celebrating its centennial anniversary when I joined the staff five years ago. It's incredible to see how much our nonprofit has grown in just a short amount of time," said Lim. "I'm excited to take on this new role as CFO and oversee the finances that make our redwood and sequoia conservation work possible."

Lim has more than 18 years of accounting and finance expertise, including her most recent roles at the League, as acting CFO and controller. Before that, she was the assistant controller for Jewish Family and Children's Services.

Lim is a Certified Public Accountant and a graduate of the University of California, Riverside, where she earned her Bachelor of Science in Business Administration.

To schedule an interview, contact Robin Carr at 415-766-0927 or redwoods@landispr.com.

Save the Redwoods League

One of the nation's longest-running conservation organizations, Save the Redwoods League has been protecting and restoring redwood forests since 1918. The League has connected generations of visitors with the beauty and serenity of the redwood forests. Our 240,000 supporters have enabled the League to protect more than 220,000 acres of irreplaceable forests in 66 state, national and local parks and reserves. For information, please visit SaveTheRedwoods.org.