

Kathy B. O’Keefe
Executive Director
WTF – Winning The Fight!



Kathy B. O’Keefe holds a Bachelor of Fine Arts (Interior Architecture) and a minor in Psychology from Harrington Institute in Chicago, IL, and has worked in Sales and Marketing for 29 years. She has served many positions on the Boards of Business and Professional Women (BPW), American Business Women’s Association (ABWA), and American University Women’s Association (AUWA). Kathy is also a member of the Cross Timbers Rotary, and is also working with The United Way in Denton County to address some of the services that are needed in the County. In December of 2016, Kathy was selected as “Citizen of the Year” by the Town of Flower Mound. She and her husband of 28 years, have raised both their children in Flower Mound, TX.

Kathy founded WTF – Winning The Fight! after losing her 18 year old son to an accidental drug overdose on March 20, 2010. Kathy now focuses on education for parents and youth about drug use, current drug trends and what communities can do to help their youth make informed decisions. Kathy produced the documentary “Not Me” showing the lives of 8 different families that dealt with the disease of addiction so that others can see the realities of this disease. Recently, Kathy was one of just 200 people invited to the White House to participate in the Opioid Summit on March 1, 2018.

Kathy has done television, newspaper and radio interviews with **WBAP Radio** program **Youth Direct** with Evangelist Don Smarto, **Healthy Now, Healthy Later** internet radio broadcast with Cara Perkins, **Fox 11 News, WFAA/ABC, NBC/DFW, CW33, Dallas Morning News, Ft. Worth Star Telegram, Cross Timbers Gazette, Lewisville Leader** and the **Denton Record Chronicle**. Kathy also works closely Denton County, Tarrant County, Collin County and Dallas County schools and organizations to better serve the community.