
Truth Initiative Names Gary Tang Chief Financial and Investment Officer

WASHINGTON, D.C. (July XX, 2025) – Truth Initiative, the nation’s largest nonprofit dedicated to preventing youth and young adult nicotine addiction and empowering quitting for all, today announced the appointment of Gary Tang as Chief Financial and Investment Officer.

Tang succeeds Anthony O’Toole, who will retire at the end of September after 25 years of distinguished service. He joined the organization in June to support a smooth transition and ensure strong continuity of leadership.

As Chief Financial and Investment Officer, Tang leads all aspects of Truth Initiative’s financial operations and investment portfolios, helping to ensure long-term sustainability and mission-driven growth. He works closely with CEO and President Kathy Crosby, the Board of Directors, and senior leadership to advance the organization’s impact across its full range of programs — including behavior change, public education, cessation, policy, and research.

“Gary is a highly accomplished, entrepreneurial, and thoughtful financial leader who brings a wealth of experience and a deep commitment to public service,” said Crosby. “His leadership will be instrumental as we build on a strong foundation and scale our work to prevent youth and young adult nicotine addiction and provide access to field-leading cessation services to all.”

Tang brings more than two decades of finance and operations experience across the nonprofit and private sectors. Most recently, he served as Chief Financial Officer at the Optical Society of America and previously held CFO roles at the National 4-H Council and the American College of Financial Services. His private sector experience includes leadership positions at Fannie Mae, Ocwen Federal Bank FSB, and an electric vehicle manufacturer.

He earned an MBA in finance from the University of Miami and a bachelor’s degree in economics from the University of International Business and Economics in Beijing, China. Tang is also a Chartered Financial Analyst (CFA), certified by the CFA Institute.

About Truth Initiative

Truth Initiative® is a national nonprofit public health organization committed to a future free from lifelong addiction, fostering healthier lives and a more resilient nation. Our mission is to prevent youth and young adult nicotine addiction and



empower quitting for all. Through our evidence-based, market-leading cessation [EX[®] Program](#) and national public education and prevention campaigns, we are leading the fight against youth and young adult tobacco use, which threatens to put a new generation at risk of lifetime nicotine addiction. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco, and innovation in tobacco dependence treatment continue to contribute to ending one of the most critical public health battles of our time. Based in Washington, D.C., our organization was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories, and the tobacco industry. To learn more, visit truthinitiative.org.

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