

Fatou Ceesay

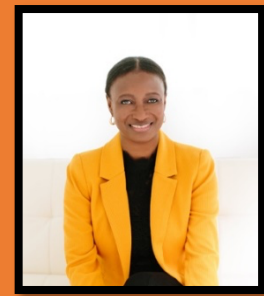
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ENTREPRENEUR

ELDER CARE EXPERT

SERVED ON 11 BOARDS



Fatou Ceesay is a leading expert in Elder Care and Alzheimer's as the the Owner and CEO of [Cairasu Home Care](#), and founder and CEO [Cairasu: All Things Alzheimer's](#). In her home health care business, she leads a team of 65 people. She has served on 11 boards including associations, not for profit companies, civic organizations, and her own for-profit organization. Recently, she wrote and recorded *The Super Aging Podcast* reaching over thirty thousand people, building awareness on aging and the importance of caregiving services.

Serving on over 12 boards, Fatou is well versed in setting strategy, board governance and oversight. She currently serves as a board member of the Alzheimer's Association, Senegambia Women's Association, Cairasu: All Things Alzheimer's as Founder, President and CEO and is a Director at Large for TEMPO Madison. She also serves on the Merlin Mentors and Zonta Club of Madison and is a employer partner for the United Way of Dane County HIRE Initiative. Previously she was a board member of the Wisconsin Alliance for Retired Americans, Wisconsin Women's Network, Madison-Kanifing Sister City, and the African Women Association.

Fatou launched Cairasu Home Care in 2013 and is Founder and CEO. She runs the organization of 65 people and is responsible for new initiative development, recruitment, business operations and community leadership. She has achieved or exceeded her operating goals each year since inception. In 2019, she founded and became CEO of Cairasu: All Things Alzheimer's, a non-profit organization that promotes healthy aging, brain health and support to caregivers. As the President and CEO of Cairasu: All Things Alzheimer's, she works closely with the Board and staff to set and execute the organization's strategic plan.

In 2012, Fatou participated in policy advocacy training at the Wisconsin Women's Network Policy Institute. She was an intern at the State Capitol in Madison, WI with Rep. Terese Berceau, where she researched legislative issues and prepared testimonies. Prior to launching her own venture, she worked as a Case Manager and Benefit Counselor at Access Community Health Center, at the ARC Community Services and as a Program Manager at Lutheran Social Services. Fatou worked for various organizations in the Madison area including Central Wisconsin Center, SMM Health St Mary's Care Center, BrightStar Care, REM Wisconsin and Interim HealthCare.

She holds a Bachelor of Science degree from Edgewood College with a major in Psychology with a concentration in Human Services. She was also certified by the University of Wisconsin, Madison in 2012 in Consumer Health Advocacy and in Policy and Community Advocacy form the Wisconsin Women's Network Policy Institute. Fatou is the recipient of the Dane County Small Business Award for 2021. In 2017, she received the Alzheimer's Association's Advocacy Award, was a Young Athena Professional Award Nominee. She has been a Certified Caregiver Trainer since 2018 and became a Certified Dementia Care Train the Trainer in 2018.

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