

GMHC Has a New CEO, Just in Time for AIDS Walk New York

CEO Jonathan Mallow is a longtime source of inspiration at GMHC's AIDS Walk New York, which celebrates its 40th annual walk May 18.

May 15, 2025 By Laura Schmidt

[GMHC](#), the world's oldest [HIV](#) service provider, has named Jonathan Mallow as its new CEO. For several years, Mallow has been a prominent figure onstage and in the crowds at GMHC's Annual AIDS Walk New York, which celebrates its 40th anniversary event at Manhattan's Central Park this Sunday, May 18.

Mallow is an accomplished producer, director and digital strategist. [According to a GMHC press statement](#), he has served for over seven years as chair of GMHC's board of directors, working closely with GMHC's leadership team, including COO Kishani Moreno.

"Jon has always brought intention, care and bold thinking to everything he does," Moreno [said](#) in the statement. "His long-standing partnership with the executive team has already made a lasting impact, and I'm excited to continue building with him to expand our services and reach even more people."

Mallow was previously senior vice president of digital at VH1 and Logo, supervising production, editorial and strategy for various platforms. His 2019 project [King Ester](#), with Issa Rae Productions, was nominated for four Emmys.

"I am honored to step into this role at such a critical time," Mallow said. "GMHC has been a cornerstone of care and advocacy for decades. I look forward to working with our incredible staff, clients and supporters to advance our mission and build a more equitable future."

Mallow has for years been a fierce presence at AIDS Walk New York, which raises funds for GMHC and other HIV service providers while fighting HIV and AIDS stigma. His passionate advocacy and onstage presence have rallied thousands of donors, supporters and participants.

Mallow will continue that tradition this Sunday at the 40th annual walk.

This year's theme, "We Won't Stop," highlights the importance of continuing the fight to end HIV. Over the last 40 years, AIDS Walk New York has raised \$170 million for dozens of HIV and AIDS service organizations in the tristate area.

"As we mark our 40th AIDS Walk New York, during one of the most uncertain times our community has faced, we are more inspired than ever by this powerful showing of forward-moving action and support," Moreno said. "Our promise to our clients and our community is to keep walking until everyone has access to HIV testing, treatment and care services."

So far, the 2025 walk has raised nearly \$1.4 million with support from more than 15,700 total donations. [Go here](#) to contribute! Want to participate in the walk? [Go here](#) to register for free.

[Officially established in 1982](#) as Gay Men's Health Crisis, GMHC is the world's oldest HIV and AIDS service provider. [According to its website](#), "GMHC serves New Yorkers throughout the five boroughs: 41% live in Manhattan; 24% in Brooklyn; 17% in the Bronx; 16% in Queens, and 1% in Staten Island. The communities we serve are disproportionately affected by both the HIV and COVID-19 pandemics: Over 70% live below the federal poverty line; 29% are Black; and 34% are Latino. 36% of our clients are over the age of 50 and 68% are LGBTQ+."

To read more, click [#GMHC](#) or [#AIDS Walk](#). There, you'll find headlines such as "[Michelle Visage Among HIV Advocates Honored at GMHC's 2024 Gala](#)," "[AIDS Walk San Francisco 2025](#)" and "[I'm Here to Advocate & Support the HIV Community](#)."