



CAITLIN PONTRELLA

SUMMARY

Caitlin is an experienced executive with 10 years of leadership experience in the non-profit, business, and public sector, advancing equitable access to the Arts, Recreation and Parks. She has directed the strategic growth of two organizations from ground zero to financially sustainable and guided multiple teams through crisis, leadership transition, and transformation. Areas of expertise include board governance, financial stewardship and budgeting, systems optimization, cross-sector partnership development, and community-centric fundraising. Passionate about human-focused change management and driving organizations to action and operationalize their equity commitments.

EXPERIENCE

INTERIM DEVELOPMENT DIRECTOR

Apr - Sept 2021

Kirkland Arts Center, Kirkland, WA

Regionally renown nonprofit providing education and access to the arts on the Eastside.

- **Provided leadership during major executive transition**, maintaining relationships with key donors and partners.
- **Authored a multi-year development strategy**, including completing an analysis of fundraising capacity, outlining a new donor stewardship model and membership system, and creating the framework for a building preservation fund and planned giving program..

INTERIM EXECUTIVE DIRECTOR

2020 - Apr

2021

Shorelake Arts (Shorelake Lake Forest Park Arts Council), Shoreline, WA

The Local Arts Agency for the cities of Shoreline & Lake Forest Park, serving 30,000+ people annually

- **Coordinated the planning and organization of city-wide public events** serving over 25,000 attendees annually, including the Shoreline Arts Festival, the Shoreline Film Festival, Edible Books Festival, and 8x8Photo Festival.
- **Optimized operational processes for the staff and board**, integrating project management software, a cloud drive, and updating technology and data security policies.
- **Directed development and communications**, including producing a 12 page annual report, launching a new membership campaign that brought in 35 new members, and planning a hybrid-model spring Gala.

EXECUTIVE DIRECTOR

2017-2020

Parkour Visions, Seattle, WA

Internationally recognized nonprofit helping people overcome barriers through parkour, movement and play.

Led organization through major financial turnaround by establishing strategic public partnerships, securing new funding sources, and increasing community engagement. Additionally managed a staff of 30.

- **Overhauled and created new organization-wide systems** for general operations, program management, financial tracking, fundraising, communications, and human resources.
- **Created 90 new educational courses and public events**, reaching 3,800 new students and families.
- **Built a network of 55 partnerships** with schools, businesses, and government departments to expand program reach to 50 locations across WA, overseeing all aspects of administration, program development, scheduling, budgeting, and reporting.

- **Raised funds from new donors** by creating and implementing a strategic development plan that included a new donor recruitment approach, segmented communications, personalized asks, and org-wide training.
- **Secured over \$150,000 in grants and federal relief funding** to support public programs and capacity building.

CO-DIRECTOR AND FOUNDER

2011-17

The Movement Creative, NYC, NY

Social enterprise building community through play-based programs in public parks and schools and advocating for inclusive public spaces

Directed all functions of startup growth and operations, including financial planning, partnership development, public events, public communications, building operational systems, hiring and training coaches, and program delivery.

- **Created and directed over 80 outdoor recreation programs** engaging 2000 people.
- **Secured 80 strategic partnerships** with schools, government, and businesses for public programming and managed the entire partnership life-cycle: strategizing, prospecting, engaging, and long-term management.
- **Engaged over 15,000 participants through 40+ events & activations** across NYC by **establishing a Public Events Division** and providing hands-on volunteer training.
- **Achieved 75%+ enrollment** across all programs by directing **communications and outreach strategy** and unifying our marketing and sales assets including the website, presentations, print collateral, and content on social media.
- **Trained and mentored 20 staff**, including providing training in trauma-informed classroom management.

NONPROFIT & BUSINESS CONSULTANT (Independent)

2016 - Present

Provided consultant services to over 35 small businesses and non-profit organizations for long term strategic planning, program evaluations, operations systems design, general risk management, public communications, and team management.

PROJECT MANAGER (ASSC URBAN PLANNER)

2013-

2017

New York City Department of Parks & Recreation

Managed over 60 public partnerships and communications for projects ranging \$10,000 - \$20 million and requiring complex project management, relationship development, and contract administration.

- **Coordinated cross-functional teams** to successfully deliver high-profile, multimillion dollar projects.
- Redesigned department **financial systems tracking \$150 million** from over 120 public capital projects
- **Supported the entire contract life-cycle**, from prospecting and Request for Proposal (RFP) solicitation to facilitating conflict resolution between public and private entities, monitoring and reporting on financial performance.
- Collaborated on public communications strategy, planning, and project funding with legal, accounting, and directors.

LEADERSHIP SERVICE

BOARD PRESIDENT, Parkour Visions

2020 - Present

Guided merger and expansion, as well as board development; delivered training on long term financial stability, fundraising, and anti-racism.

ADVISORY BOARD MEMBER, City Space Architecture

2021 - Present

TASK FORCE MEMBER, King County Play Equity Coalition

2020 - Present

FOUNDER + DIRECTOR, Parkour Leadership Foundation

2015 - Present

Organized a leadership conference serving 350 leaders from 70 communities, creating 65 hours of educational content. Managed multiple venues and international teams, supported 100 speakers & logistics for participants from 35 states and 24 countries.

BOARD PRESIDENT, United States Parkour Association

2017 - 2021

Co-founded national governing body; authored bylaws, established internal systems, conducted community advocacy

ADDITIONAL HONORS

The Atlantic & Bloomberg

New York Center for Architecture

New York Institute of Technology

CityLab Conference
Invited Representative, 2017, 2018

Invited Speaker, 2019

Invited Speaker and Exhibitor, 2021

King County Play Equity Coalition
Invited Panelist, Nov 2020

US Play Conference
Invited Speaker, 2019, 2017

The FEAST on GOOD Conference
Invited Speaker, 2014

EDUCATION

BACHELOR OF ARCHITECTURE | SYRACUSE UNIVERSITY, *Magna Cum Laude*