

Sally Johnson, MBA

SUMMARY

Non-profit Director with 8+ years of experience leading strategic positioning, partnerships, marketing communications programs, and scaling programs & organizations. Strategic and creative leader focused on working with senior stakeholders to develop and refine end-to-end organizational strategies that foster sustainable revenue growth and mission impact.

SKILLS

- **Business Development:** Partnership Development, Donor Development, Relationship Building, E-Commerce Sales, Strategic Planning & Execution, Program Development, Project Management, Change Management, Stakeholder Engagement, Cross-functional Collaboration, Interdepartmental Alignment, Budgeting, Agency Management
- **Marketing:** Communications Strategy, Innovation, Community Management & Engagement, Brand Vision & Transformation, Creative Direction, Brand Positioning & Messaging, Campaign Development & Optimization, Experiential Programs, Consumer Research & Engagement, Data Analysis, Demand Generation

EDUCATION. CERTIFICATIONS & ASSOCIATIONS

- Master of Business Administration in Sustainable Business, Presidio Graduate School, Washington
- Bachelor of Arts, Bennington College, Vermont
- REI Anderson Award for Company-wide Leadership and Values Alignment
- Graduate of M.J. Murdock Trust's Essentials of Development Training
- Member of Public Relations Society of America

RELEVANT EXPERIENCE

Director of Marketing & Development, The Dalles Arts Center

November 2022 - Present

- Primary responsibilities: lead the marketing, communications & donor strategy and planning for a critically acclaimed, 100+ year-old regional art center located in a historic Carnegie Library building.
- Lead the integrated marketing & communications launch of 14 annual exhibits, 50+ workshops, 6 summer camp sessions, 12+ author talks and 6 monthly concert series that make up 35% of annual revenue goals.
- Manage 4-person team made up of creative designers, web and video producers and social media coordinators.
- Analyze past marketing performance metrics to design new marketing strategy and execution plan to achieve annual new audience reach; donor development and program KPIs.
- Build tiered donor plan with corresponding revenue targets; establish donor journey map and donor pipeline strategy; craft Case Statement document for donor and foundation presentations; codify development plan to annual KPIs.
- Establish brand positioning, brand guidebook and creative toolkit.
- Assess and recommend donor CRM platform to support projected 2 – 5-year growth.
- Present to Board of Directors, top tier donors, regional corporate partners, and civic organizations.

Director of Business Development, Oxbow Farm & Conservation Center

2020 - 2022

- Created a partnership program by defining partnership tiers, establishing processes for formalizing agreements, realizing agreement deal points, and building win-win co-marketing and programmatic offerings with corporate and other non-profit organizations.
- Recruited, hired and led a 9-person Marketing, PR & Communications, Public Engagement, Membership & Partnership team to deepen connections to key audiences & increase engagement with programs with an end goal of increasing revenue.
- Developed and launched integrated, multi-channel print, web and direct marketing campaigns that resulting in 37% YOY increase in email subscribers and a 125% YOY growth in social media followers.
- Produced PR kit and playbook that drove 78% increase in tv, print and radio media coverage in year one.
- Spearhead strategic planning with the Executive team and Board of Directors to establish organizational goals and brand positioning by leveraging competitive analysis to define 3 to 5-year initiatives and priorities plans.
- Built, shaped, and led a new 6-figure partnership with Molbak's, a for-profit Garden store, which will increase revenue from native plant sales over a 5-year span by 60%, representing 40% of all of Oxbow's income from native plant sales.
- Designed and developed partnerships with local community partners including The Seattle Parks Foundation, The Burke Museum, Woodland Park Zoo, and the Snoqualmie Tribe.
- Optimized internal legal processes and documents to improve contracting, promotions, and partnership agreements and established policies for the visitors during the pandemic to ensure safety and regulatory compliance.
- Envisioned and built a new membership program that has increased member sign-up by 62% in 9 months and revenue from member spending by 23% YOY by providing customers with first access to events, discounts, and free merch.
- Secured \$80K from corporate sponsors including Deloitte, GGN and, Madrona Ventures for a 250-person Farm-to-Table fundraiser.

Senior Manager - Local Marketing, Brand Engagement, & Partnerships, REI**2018 - 2020**

- Defined and developed the vision, playbook, and quality standards for partnerships, communications, influencer strategy, and brand engagement programs for 5 pilot markets to drive brand growth through local community engagement.
- Generated 7MM earned media impressions and 10% growth in demand in comparison to a -1% regional growth rate by securing a corporate partnership with 401 Fenway Ice Rink.
- Assessed, proposed, and led negotiations to successfully secure a 6-figure corporate sponsorship with Subaru that resulted in a 30+ national Subaru Get Out More tour resulting in an 11% average increase in store traffic and 6% increase of sales on tour days.
- Identified opportunity, lead conversations and closed the agreement valued at \$20K with Alaska Airlines in support of Pray for Snow a winter travel and snow sports campaign.
- Analyzed regional local social media and earned media impressions, digital and store traffic, customer interactions, and event attendance to identify opportunities to secure new members and engage with target audiences.

Senior Manager – Partnerships, Communications & Marketing, REI**2016 - 2018**

- Owned all corporate communications, experiential marketing, and new partnership development for REI national marketing campaigns with a \$3.7MM budget, 7-person team, and 4 external agencies to target a younger and more diverse audience in urban centers.
- Led the development, customer strategy, and strategic acquisition of Outessa, a series of outdoor activity events designed for women, that generated \$2.2MM in annual revenue and 1.75MM earned media impressions.
- Negotiated, secured, and oversaw the execution of corporate partnerships with outdoor brands including Subaru, The North Face, Smartwool, Merrell, Brooks, Prana, Keen, and Columbia resulting in \$1.8MM in paid sponsorship and over \$500K in contributed marketing in support of multi-year initiative to increase market share of women ages 27 - 42.
- Built legal contracting processes, contract payment schedules, contract templates, and negotiation requirements for IP rights, indemnity clauses, multi-year agreements, first-right of refusal clauses, and deal points.
- Presented strategic planning concepts, cost and benefit analysis, and opportunity and risk assessments of partnership opportunities to Divisional Directors, Vice Presidents, and the C-Suite.
- Launched the REI Grand Opening Community Engagement program for 10 new stores; Achieved 106% of sales goals with \$1.5MM in opening weekend sales, 18K new members, and 46K+ shoppers waiting in line to get inside new stores. Built playbook for local PR as well as corporate, non-profit, and civic partnerships to gain trust and support of local community.
- Spearheaded the public “Force of Nature” initiative to advance gender equity in the outdoor sector and built the business case by analyzing internal CRM data and identifying a clear correlation between class/event participation and AOV.
- Worked directly with Latino Outdoors, Black Girls Run, Girl Trek, Girls on the Run, and She Jumps influencers to increase awareness and build new pathways for BIPOC communities to access the benefits of the outdoors.

Marketing Manager - Community Engagement & Education, REI**2010 - 2016**

- Defined and executed the national events strategy for 130 US markets with a \$4.75MM budget and a team of 5 field managers in REI’s largest markets: New York, Washington DC, the Bay Area, and Boston.
- Led the strategy, concept development and execution of The REI Village, a 35-stop national tour the elevated awareness of REI and the National Park Centennial Anniversary that included stops in Yosemite, Grand Canyon, Mount Rainier, and Yellowstone National Parks. Pitched local and national media outlet resulting in 1.1 MM earned media impressions.
- Led United Outside, a 6-month experiential marketing campaign with 100+ events, and a store opening festival with 42,000 attendees and 1.5MM earned media impressions; Achieved 124% of sales goals and 156% of store traffic objectives.
- Built influencer and engagement partnerships in support of United Outside with Smithsonian Institute, La Columbe Coffee, Capitol Bikeshare, Boating in DC and Brightest Young Things media group.
- Founding member of the REI Diversity & Inclusion Employee Committee and built the business case for a full-time Director of Diversity by creating a playbook of past DEI offerings and conducting a gap analysis to highlight the need for greater DEI investment.

VOLUNTEER WORK**Board Member, Columbia Gorge Community College Foundation****2022 – Present**

- Advise Foundation on marketing strategy; lead development of donor list with Board contact assignments, pitch new regional partners and donors to achieve annual financial scholarship targets; interview and vet candidates for leadership positions.