



Susan Mitchell

SUMMARY OF QUALIFICATIONS

Passionate | Entrepreneurial | Committed | Grounded | Successful | Team Builder

Leadership

30 years of professional experience in for-profit and non-profit sectors. Experienced Executive Director, Interim Executive, and member of senior leadership teams for multiple growing organizations; skilled leader and team builder, motivating others toward success; experienced in strategic and financial planning to support sustainable organizational growth and development; credible, compelling communicator.

Board Development

Skilled at increasing Board capacity, recruiting and engaging new Board members, and fostering strong relationships. Successfully led Board of Directors through formal 4-year Strategic Planning process. Formalized all aspects of Board Governance. Across multiple organizations, successfully shifted Board focus from hands-on operations to governance and fundraising.

Organizational Development

Across multiple growing organizations, formalized mission-based program strategy, developed organizational alignment, identified near and long-term staffing needs; provided mentoring, training and leadership. Committed to developing diverse workplaces with staffing representative of communities served.

Operations & Finance

Experienced in leading all aspects of operations, including financial management, human resources, administration, IT, contracts, and legal. Highly proficient in financial planning, controls, budget execution, and reporting to both internal and external audiences. Led multiple organizations through external financial audit. 30 years executive-level oversight for all aspects of business operations. Served as VP, Operations for firm scaling from \$1M to \$15M over a ten-year period.

Fund Development and Major Donor Strategy

Successful track record developing and executing sustainable fundraising models - expanding and diversifying multiple revenue streams, including Major Gifts, Planned Giving, Corporate Giving, and Events. Highly skilled in building, securing, and retaining community and donor relationships, including seven-figure major donors.

Marketing and Branding

Significant experience across for-profit and non-profit sectors in successful strategic re-branding and execution, including, collateral, annual report, execution of social media and online strategy. Regularly engaged in community outreach and public speaking to promote awareness of organizational mission and engagement opportunities.

NON-PROFIT EXPERIENCE

Senior Associate, Valtas Group, Seattle, WA January 2018 – present

- **Interim Chief Operating Officer**, Washington Autism Alliance & Advocacy, October 2019 – April 2020

In a newly created role, provided experienced leadership across the organization. Conducted organizational assessment and developed infrastructure plan, refreshed 5-year business plan, developed 2020 operating budget, renegotiated vendor contracts resulting in \$75k cost savings, transitioned/onboarded multiple staff positions, and led search for permanent COO.

- **Interim Executive Director**, College Access Now, February 2017 – December 2017

Bridged executive leadership gap during critical period. Stabilized organization, conducted organizational assessment, re-established key funder relationships raising \$800k in 4-month period. Provided ongoing leadership, organizational development support and oversaw all area of operations, including budgeting and financial audit. Supported executive director search and onboarding.

Executive Director

College Access Now, Seattle, WA April 2012 – September 2015 (www.collegeaccessnow.org)

College Access Now empowers students from low-income families to access, enroll and graduate from college at rates equal to their more advantaged peers.

Successfully transitioned College Access Now from its “grass roots” start-up phase to a well-recognized, highly successful, sustainable, and scalable organization. After 3-1/2 years in this role, the organization had the strategic plan, sustainable funding, leadership team, and infrastructure in place to thrive. Key Results:

- Scaled program impact by 10-fold; increasing students supported from 150 to 1,600 annually
- Increased budget 4-fold to \$2.2M; tripled active donors, secured \$3M in multi-year private funding
- Led organization through first 4-year Strategic Plan and implementation expanding regional services
- Built organizational structure, financial systems, and grew a diverse work force
- Transitioned fundraising from a transactional model to a relationship-based model
- Grew and developed Board of Directors, including additional directors representing communities served

Chief Development Officer

10,000 Degrees, San Rafael, CA March 2010 – April 2012 (www.10000degrees.org)

Providing emotional, technical and financial support to low-income, first generation students.

Responsible for \$3M contributed revenue - \$4M operating budget. Senior executive reporting to CEO. Charged with developing and executing a fund development and communications strategy, diversifying revenue streams, overseeing a board led donor cultivation and stewardship program, managing a major donor portfolio, and building a development team. Key Results:

- Increased individual giving 44% in the 1st year
- Implemented Board directed major donor cultivation & stewardship plan
- Successfully executed new brand
- Developed and executed Social Media Strategy

Director of Development

Hospice By The Bay, Larkspur, CA August 2007 – February 2010 (www.hbtb.org)

Provides high-quality end-of-life care for patients and support for family members and caregivers.

Responsible for \$2.6M contributed revenue - \$17M operating budget. Managed Annual Giving, Major Gifts, Grants, Planned Giving, Capital Campaign and Development staff. Key Results:

- Developed and executed Planned Giving Program
- Managed \$5M annual Planned Giving Portfolio

Director of Development

Ritter Center, San Rafael, CA July 2002 – August 2007 (www.rittercenter.org)

Provides programs and services to foster self-sufficiency for low-income families and to end homelessness.

Responsible for \$1.2M operating budget. Senior executive reporting to Executive Director. Development Chair and member of Finance and Marketing Committees. Managed all aspects of fundraising. Key Results:

- Increased contributed revenue by 40%
- Developed and executed new marketing strategy, including new branding, collateral, web-site
- Developed and implemented a management information system

CORPORATE EXPERIENCE

Vice-President, Operations

HagginGroup, San Francisco, CA August 1990 – May 2001

Report to President. Responsible for all aspects of the business during growth from \$1M-\$15M and profitability in excess of 20%. Directly responsible for all operational areas. Key Results:

- Established project estimating, budgeting and reporting system to ensure profitability
- Established Open Book Management - educating staff in the financial management of the company
- Lead internal aspects of buyout and IPO

BACKGROUND INFORMATION

Life Experience

Sailed 48' Ketch from Seattle to South Pacific (2015-16), built housing in Mexico, bowled six 200+ games, chaired high school sober-grad events, completed three triathlons. As a single parent, and a first-generation college graduate, I am honored to be the mom of two amazing kids who graduated college in the mid-west.

Education

- University of Washington, Evans School Non-profit Leadership Institute
- Sonoma State University, Bachelor of Arts

Technology/Tools

Proficient in MAC and Windows platforms, Microsoft Office, Google, and donor management software.

Professional Associations and Certifications

- Non-Profit Executive Leadership Institute, UW Evans School
- Washington Women's Foundation – Impact Assessment Committee
- Association of Fundraising Professionals

Volunteering

- Lambert House, Seattle WA. Building Development infrastructure and funding.