



## Susan J. Trabucchi

### Qualifications Summary

Results-driven leader who has been helping nonprofits and philanthropies advance mission, extend reach, and deepen impact for 30+ years. Experience with nonprofits of a variety sizes and scope – national, regional, and local. Well versed in nonprofit management, board development, and industry best practices. Proven talent for building partnerships, fostering alliances, and facilitating collaboration across large, complex organizations or historic divides. Special expertise in nonprofit marketing and external relations – fundraising, communications, and stakeholder engagement, as well as advocacy, outreach, and media campaigns.

### Professional History

Valtas Group	Consultant	2023 – Present
We Care Inc	Interim Executive Director	2017 – 2019
Susan Trabucchi Consulting LLC	Principal	2010 – Present
The Fetzer Institute	Chief Communications Officer & Sr. Program Director	2007 – 2010
WGBH American Experience (PBS)	Director of Marketing & Brand Strategy	2004 – 2007
Trabucchi & Co.	Principal and Senior Consultant	1999 – 2004
The NewsHour with Jim Lehrer (PBS)	Senior Publicist	1996 – 1999

### Accomplishments

- Recruited by non-profit board to lead a two-year restructuring process as **Interim Executive Director of We Care Inc**, an interfaith human-services organization serving 900+ families living in poverty in rural Michigan.
- **For South Haven Health System**, a community hospital in Michigan, created and directed an outreach and public education campaign aimed at 17K+ residents for ballot initiative to permit merger with regional healthcare system. Secured 89% approval and prevented \$15M+ in operating losses.
- **For the Kresge Foundation**, served as an advisor to human services team on integrating storytelling and communications into programming work. Presented at a national field-building summit.
- **For the Fetzer Institute**, initiated and managed \$12-15 million portfolio of investments in media, storytelling & civic engagement projects. Forged pioneering collaboration with TED in support of TED Prize/Karen Armstrong's *Charter for Compassion*; designed a multi-year, community engagement campaign that included 175 organizations in 32 countries. This collaboration was TED's first partnership with a U.S. foundation.
- **For PBS's Emmy and Peabody-winning history series, American Experience**, designed and directed the largest impact campaign in the series' history - in support of *We Shall Remain*, a five-part documentary on Native history. Created a national network of local, community-based coalitions that included public libraries, schools, museums, state humanities councils, cultural institutions, Native associations and tribes, and public radio and television stations.
- **For noted journalist and PBS news anchor Jim Lehrer**, created an innovative alliance between Random House and PBS. Designed and directed an 18-city publicity tour that connected – for the first time – the publication of Lehrer's novels with stewardship events for PBS donors across the country. The success of the collaboration became the template for similar work over the next 13 years; ending only with Lehrer's retirement.

### Education

- **M.A.L.S., American Studies**, Georgetown University, Washington DC
- **B.A., Political Science**, Mount Holyoke College, South Hadley, MA
- **Executive Education Certificate for Women and Power: Leadership in a New World**, Harvard University Kennedy School of Government, Cambridge, MA