

Kathryn Hurchla

(215) 435.6483

Philadelphia | Vermont

kathryn@dadededa.design

[linkedin.com/in/kathrynhurchla](https://www.linkedin.com/in/kathrynhurchla)

The value I bring is in the form of data visualization ecosystems that raise and echo your impact, with a focus on listening and aligning to your stakeholders' unique goals, setting you apart.

Experience

Data Design Dimension Founder & Chief Executive Member

Oct 2020 – now

Impact driven data and visualization products and services; Penna. General Benefit Company. Compelling storytelling in the form of interactive or static charts, maps, and web applications.

Children's Hospital of Philadelphia

Manager of Data Integrity, Foundation

June 2016 – Jan 2021

- Accountable for internal data products and projects from launch to steady state maturity
- Directed design development of a Data Health Dashboard, key thresholds and benchmarks
- Promoted cross-divisional growth of healthcare charitable giving and personalized touchpoints as automated report suite product manager with 200+ clinical leaders for gifts to their areas
- Led comprehensive data management and quality assurance program and execution of a five-year improvement roadmap aligned with revenue exceeding \$1 billion goal and hospital regional and global growth objectives
- Established standards for master fields in 1 million+ individual and organization records, and drove consensus across Foundation for field selection, scoring and definitions
- Escalated and managed risks to privacy, donor relations, or scheduled data syncs and feeds
- Contact information validation, including USPS CASS/NCOA, emails and phone verification
- Data Owner for system conversion to Salesforce and Marketing Cloud from legacy systems
- Data Vendor management from selection to contracts and implementations/audits
- Managed one direct report and two part time team members; owned projects supported by six additional Business Analytics staff and a team of six records administration data stewards
- Saved projected \$13.5 thousand marketing dollars in one year from deceased records update
- Informed strategies and increased confidence in records by adding 48% of missing birth dates
- Achieved GDPR compliance across enterprise marketing and fundraising as project manager; identified protected individuals' mailing addresses, country domains, oversaw records tagging, and was accountable for list suppression through centralized SQL stored procedures
- Delivered a corporate funder pipeline predictive analytics model proof of concept that assessed 85 companies' health, engagement and alignment with hospital giving opportunities

Senior Data Services Coordinator / Trainer

Aug 2015 – June 2016

- Translated strategic objectives into solutions with data and learning for ninety+ Foundation, Finance and executive staff, ensuring access and quality of data input for business analytics
- Delivered a 360-degree valuation—investment analysis, subsidiaries and C-Suite family influence—for its Corporate Council, a highly regarded executive board in the region
- Dual responsibility for database training and help desk support with Information Services
- Constituent database administration: configuration, user permissions, and data imports
- Audience focused how to documentation for data definitions, policies, and procedures
- Managed user acceptance and quality assurance testing for system upgrades and features

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Philadelphia Museum of Art

Senior Development Services Coordinator

July 2012 – July 2015

- Senior data management and analyst role in nonprofit business operations and marketing
- Business and data analyst responsibilities, report and dashboard design development
- Owned and built relationship management data architecture, quality assurance schedule and reports, which increased collaboration among Museum Trustees and staff and accelerated its \$525 million campaign, the largest cultural fundraising effort in Philadelphia history
- Member: Human Resources Wellness Committee, Visitor Experience and Brand Action Group
- Initiated collaborative partnership as data and technology lead with prospect management domain owner which resulted in increased trust from volunteer campaign committee in reports
- Focus on developing accurate funding pipeline projections, data informed next steps for fundraising gift officers towards securing contributions and grants of \$25 thousand and above, and closing gaps in database adoption through less redundant data entry requirements
- Supported industry leading program for charitable gifts of works of art and tax regulations
- Partnered with collections data managers for metadata and interest mapping to identify donor prospects for specific initiatives and exhibitions

Development Services Coordinator

Nov 2008 – July 2012

- Data manager and analyst role responsible for all mass data load and output needs
- Received, valued and monitored flow of charitable gifts of securities, communicating with donors, financial managers, Museum accounting and CFO for gift acceptance policies
- Analysis and segmentation for targeted donor-hosted event locations and invitation lists
- Ensured adherence to schedule and budget for an ISBN catalogued periodical sent to thousands of recipients internationally three times a year; managed mailing list
- Trusted liaison to executive officers, board relations, government and community affairs, information & interactive technology, volunteer services, events, finance, curatorial and program teams, membership and visitor services

Data Center Supervisor; Technical Assistant

June 2007 – Nov 2008

- Achieved member experience goals through data management operations and increased coordination of business and data teams across a building campus and departments
- Expanded new member referrals through an enhanced gift membership merchandise redemption program, and promoted from Technical Assistant role in less than one year
- Accountable for accuracy and reporting and general ledger allocation to Development and Finance departments of all revenue contributed and earned through donation and membership streams, through on-site, web, telemarketing and direct mail campaigns
- Oversaw daily batch workflow and financial reconciliation of three to seven staff
- Quality assurance review of team data entry, printing and mailing of tax receipts and acknowledgments, and turnaround times for sync with point-of-sale system for benefits

Membership Services Representative; Visitor Services Assistant

Sept 2004 – June 2007

- Sustained and engaged over 60 thousand active member households, as well as visitors from around the world, through premium multi-channel and in person service and data stewardship
- Promoted to relationship and records management role from visitor services in one year

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Core Skills & Certification

- Data Visualization tools: Python, Plotly, Dash, R, Tableau, D3 basics, QlikView, QGIS, ArcGIS
- Programming languages/web app development: Python, R, Markdown, Git/GitHub, Zsh, Bash, T-SQL, SQL Server, PostgreSQL, Oracle SQL, MySQL, Heroku, PythonAnywhere, Flask, Jinja, HTML, CSS, Bootstrap, R Shiny, WordPress, SharePoint, CumulusCI, SoQL
- Graphic/UI/UX Design: Adobe Illustrator, InDesign, Photoshop, Premiere Pro; Inkscape, Figma
- Reporting tools: SQL Server Reporting Services, SAP Crystal Reports, Advanced Excel, Access
- Certified Scrum Product Owner (CSPO), Scrum Alliance April 2020 – April 2022
- Product, Project, & Services Management: Salesforce Cases, Trello, Jira, Mural, Miro, Jamboard, ServiceNow, Smartsheet, Spiceworks
- Data privacy and security: GDPR, CCPA, IRS tax regulations, Payment Card Industry (PCI)
- Healthcare experience with PHI in HIPAA compliance; EPIC HL7 Epic patient guarantor data feeds
- Data enrichment: various paid vendor and free and open public sources; demographics, United States and international address verifications/standardizations, phone and email validations and appends, business and industry codes, audience segmentation, wealth indicators
- Database administration & configuration: Salesforce, Data Loader, Blackbaud Raiser's Edge, Financial Edge, fundraising systems, Workday, point of sale & ticketing systems, The Museum System collections management, star & snowflake warehouse schemas

Education

Maryland Institute College of Art Graduate MPS, Data Analytics & Visualization 2020 – Dec 2021

Capstone Python Dash interactive web application <https://sustain-our-soil.kathrynhurchla.com/>
Design Labs/Case Studies, Industry Challenge: Urban Institute | Cognition & Perception | Statistics & R | Visual Storytelling | Data Organization Systems | Data/Graph Literacy | D3 Basics | Advanced Python | Adobe Creative Suite | Figma | Graphic Design | Data & AI Ethics

NYSCC at Alfred University Undergraduate BFA with Honors, Dean's List, Visual Art

Speaking & Publication

Data Visualization Society, Nightingale Journal Communications Liaison/Editor 2020 – now

Association of Advancement Services Professionals (AASP) Summit Speaker 2020

Deliver results through data product management

ABC's of Family Biking Panelist, Bicycle Coalition of Greater Philadelphia 2013 – 2016

Children's Hospital of Philadelphia Foundation Staff Newsletter Spotlight Editor 2018 – 2019

Achievements & Volunteer

Plotly, Dash Ambassador (open-source contributor, community representative) 2021 – now

Year Up Mentor, career readiness program aimed to close the Opportunity Divide 2016 – now

Little Bellas Mentor, with girls on mountain bikes for overall development 2016 – now

Take Your Daughters and Sons to Work Day, site launch merit award 2018

Project H.O.M.E. Duplicate record identification for homelessness program 2016

Site Coordinator, Delaware Valley Farm Share/Philadelphia Museum of Art 2013 – 2015

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Training

Children's Hospital of Philadelphia Leadership Institute and myCareer

2015 – 2021

Executive Presentations | Presentation Skills for a Virtual Audience | New Leader Development Series | Strategic Planning and Execution | Applying Improvement Methodology (AIM), Center for Healthcare Quality & Analytics | PMO: Project Management Essentials | Organizational Impact through Diversity and Inclusion | LGBTQIA+ Allies Training | Dialogue in Difficult Conversations | Leading with Emotional Intelligence | various other effectiveness workshops

Data Visualizations with Plotly & Dash, Charming Data LLC; LinkedIn Learning	2021
Learning QGIS, LinkedIn Learning	2020
SAFe Agilist (SA) pre-certification course, Scaled Agile, Inc.	2020
Learning Data Governance, LinkedIn Learning	2020
Introduction to SQL Server, DataCamp	2020
Becoming a Product Manager, LinkedIn Learning	2020
New Mentor Training, Year Up	2020
CumulusCI Open Source Development and GitHub Desktop, Salesforce.org	2019
SSRS course 140; SQL Foundations course 925, Learning Tree International	2019; 2016
Intro to Open Source programming, GirlDevelopIt Philly	2018
Modeling and Querying Data and Relationships in Salesforce, SF Developers	2017
QlikView Designer v11.x; QlikView Developer v11.x, QlikTech International	2016
Intro to Git workshop, Women in Tech Summit Philadelphia	2016
Information Visualization MOOC, Big Data Applications and Analytics MOOC	2013; 2014
Indiana University Bloomington Data Science, Informatics and Computing	
Intro to SQL (MySQL/PHP), WordPress Web Development, GirlDevelopIt Philly	2013
Crystal Reports 2011 Introduction, ONLC Training Center	2009

Conferences

SIGGRAPH Computer Graphics & Interactive Techniques Conference	2021
Europe DataVizLive Conference, Tucana Global SL	2021
Association of Advancement Services Professionals (AASP) Summit	2020; 2008
Council for Advancement and Support of Education CASE DRIVE/ analytics	2019; 2014
Women in Tech Summit Philadelphia	2016
AASP Regional Symposium	2016
CASE District II Mid-Atlantic Regional Conference	2015
Mid-Atlantic Conference, Assoc. of Professional Researchers for Advancement	2014

Affiliations

Data Visualization Society, Member	2020 – now
Equity Salesforce Practitioners: Philly Amplify Chapter	2019 – now
Philadelphia Tableau User Group (TUG)	2018 – now
The Woodmark Group, Data Cohort Member (pediatric hospitals development)	2018 – 2021
Association of Advancement Services Professionals (AASP), Member	2013 – 2021
CHOP WOMEN Employee Resource Group (ERG), PRIDE ERG, Member	2017 – 2021
VeloDash, a founding Member, women, trans, femme cycling race team	2016 – 2020
Philadelphia Blackbaud Users Group, Member and Meeting Host	2010 – 2020
Association of Professional Researchers for Advancement (APRA), Member	2015 – 2016
Philadelphia Museum of Art Workforce Wellness Committee, Member	2013 – 2015
Grenzbach Glier and Associates DonorScape Analytics Users Group, Member	2012 – 2015
Fairmount Community Development Corp. & Neighborhoods Now, Volunteer	2011
Healthy Neighborhoods Arts Committee, Co-Chair	2007
Brewerytown Community Development Corporation, Advisory Board Member	2005 – 2007