

# Kathryn Hurchla

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Philadelphia | Vermont

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Thank you for your interest in my resume. Speaking business and geek is my superpower, delivering value continually in the many forms that data takes. I thrive where data and design blur, in spaces for new thinking and solution building. I'm passionate about data visualization and take a people-forward stance to analytics that is accountable to public benefit. A naturally warm disposition fuels me as I lead strategy and processes hands on, with or without formal authority, by clearing a path for teams to iterate, work cohesively, scale improvement, and win together.

Time is valuable, so here are key takeaways if you remember nothing else about me.

- Love to drive outcomes and team success; adapt and build relationships quickly
- Set and monitor targets; be an agile partner in line of sight with desired results
- Wake up ready to experiment, independent, yet sociable and flexible
- Conscientious, concise, correct "C" | Interactive, influencing, inspirational "I"
- Entrepreneurial consulting experience, and nearly two decades of accountability for data with global reach and 360-degree visibility at keystone institutions

Whether it's your clients' success, a planned IPO, your mission, or something else that excites you, I welcome talking more if you see my version of 'Ask me what I do' that follows helping you reach your north star.

With respect,

Kathryn

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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: Salesforce, Data Loader, Blackbaud, fundraising systems, Workday, point of sale & ticketing systems, collections management, star & snowflake warehouse schemas

## Education & Training Highlights

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/>  
Statistics | Cognition & Perception | Storytelling | User Experience | Python, R, Tableau, D3

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

Children's Hospital of Philadelphia Leadership Institute; myCareer 2015 – 2021  
Presenting to executive and virtual audiences | Quality improvement | Strategy | Management

Data Visualizations with Plotly & Dash, Charming Data LLC; LinkedIn Learning 2021  
SAFe Agilist (SA) pre-certification course, Scaled Agile, Inc. 2020  
QGIS, Information technology, & data governance courses, LinkedIn Learning 2020 – now  
Data science, open source, version control courses, DataCamp/GirlDevelopIt 2013 – 2021  
SSRS course 140; SQL Foundations course 925, Learning Tree International 2019; 2016  
Modeling and Querying Data and Relationships in Salesforce, SF Developers 2017  
QlikView Designer v11.x; QlikView Developer v11.x, QlikTech International 2016  
Information Visualization MOOC, Big Data Applications and Analytics MOOC 2013; 2014  
Indiana University Bloomington Data Science, Informatics and Computing

## Achievements & Affiliation Highlights

Plotly, Dash Ambassador (open-source contributor, community representative) 2021 – now  
Data Visualization Society, Nightingale Journal Communications Liaison/Editor 2020 – now  
Equity Salesforce Practitioners: Philly Amplify Chapter, Member 2019 – 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  
The Woodmark Group, Data Cohort Member (pediatric hospitals development) 2018 – 2021  
Association of Advancement Services Professionals (AASP) Summit Speaker 2020  
Project H.O.M.E. Duplicate record identification for homelessness program 2016  
Site Coordinator, Delaware Valley Farm Share/Philadelphia Museum of Art 2013 – 2015