

# ROBERT SMITH

## Chief Development Officer/Analyst

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Visionary, mission-driven, results-oriented senior executive with experience and expertise in nonprofit leadership and management. Demonstrated ability to manage organizational resources.

## EXPERIENCE

### Chief Development Officer/Analyst

#### ABC Corporation - 2011 - 2011

- Directed the planning and execution of a resource development plan that resulted in securing annual operations and launching a capital campaign.
- Successfully met and exceeded the annual gala revenue goal, setting an event record in all areas.
- Created packaged sponsorship and named gift opportunities. Nominated and selected as the 40TH best place to work in the USA.
- Successfully launched Harlem RBI and DREAMs capital campaign, complete with an evolving campaign-specific brand and flexible communication.
- An enhanced formal relationship with New York Yankee, Mark Teixeira.
- The present position includes service on the executive officer team (CEO, CDO, COO) and responsibility for all aspects of financial development.
- Programs include direct marketing, annual giving, major gifts, planned giving, corporate and foundation partnerships and disaster relief campaigns.

### Chief Development Officer

#### ABC Corporation - 2010 - 2011

- Led integrated development and marketing program for international NGO dedicated to curing the world of leprosy.
- Developed, trained and facilitated an organizational shift in fundraising culture from primarily direct response marketing to major donor engagement.
- Directed ten staff and five contract vendors to increase awareness and generate \$6 million annually.
- Created innovative and sustainable marketing and revenue generating programs.
- Increased annual major donor income by 26% in one year.
- Implemented a major donor relationship management system and personally managed a caseload of top prospects.
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## **EDUCATION**

- M.A. in Finance - (Columbia University Teachers College)

## **SKILLS**

Human Resources, Strategic Planning, Benefits Administration.