

CAMERON LEIGH SCHERER

2119 Ashby Avenue, Berkeley, CA 94705 • 510-219-4144 • cameron_scherer@mba.berkeley.edu

EDUCATION

University of California, Berkeley, Haas School of Business

May 2017

Master of Business Administration

- Global Social Venture Competition, Global Community Fellow
- Berkeley Board Fellow, International Institute of the Bay Area
- Chief of Staff, Haas Politics and Policy Club
- GMAT: 770

Haverford College, Haverford, PA

May 2011

Bachelor of Arts, Political Science

- Honors thesis: "The Color of Money: Philanthropy and the Green Revolutions in India and Sub-Saharan Africa"
 - Minor: Economics
-

EXPERIENCE

Internews, Washington, D.C.

2013 - 2015

\$60M international development organization strengthening local media development and ICT access worldwide

Senior Program Associate, Asia and Afghanistan Programs (2014 – 2015)

- Ensured the timely and efficient implementation of deliverables for publicly and privately funded projects (ranging from \$500K - \$21M) across Asia portfolio, with heavy emphasis on projects located in Afghanistan
- Collaborated with Internews staff and network of global entrepreneurs to develop, launch, market and manage hackathons, innovation labs, and independent organizations designed to promote technology for civic engagement globally
- Catalyzed 28% uptick in female participation in sponsored journalism trainings in Afghanistan during 2014 through designing impact evaluation strategy and products to enhance project data collection and learning, and traveling to offices in Kabul, Afghanistan and Bangkok, Thailand to oversee product roll-out in the field
- Developed and directed organization-wide knowledge management initiative to improve inter-department communication
- With VP for Asia and Director of Afghanistan Programs, managed full life cycle of projects, including business development, budgeting, sub-grant provision, impact assessment, donor relations, reporting, and outreach and marketing
- Authored briefing papers on laws and policies governing information communication technologies to provide key stakeholders (officials at USAID, U.S. Department of State; private donors) with recommendations for agency initiatives

Program Associate, Earth Journalism Network (2013 – 2014)

- Led business development efforts, coordinated internal and external communications strategies, and provided direct project support for Internews' environmental team, with responsibilities including but not limited to: visualizing climate and environmental data on interactive web-based platforms; authoring journalist resources (such as a UNESCO-published manual for African reporters); web development; and selecting, provisioning, and managing small grants program
- Facilitated communication about upcoming opportunities, industry trends, and program initiatives across a global network of 4,500 environmental journalists through email newsletter, web blog, and online discussion forum.

Worldwatch Institute, Washington, D.C.

2011 - 2013

Think tank providing interdisciplinary analysis of global sustainable development issues and initiatives

Marketing and Communications Associate (2012 – 2013)

- Directed online communications, marketing, and publications strategy across \$3M organization
- Managed publication, translation, and sales of all printed and digital research material, including annual *State of the World* flagship publication, purchased or downloaded by over 100,000 readers globally.
- Grew web traffic by 50% by spurring redesign of organization's website to improve user access to research content

Research Intern

- Conducted analytical research on global trends pertaining to sustainable development including grassroots agriculture initiatives, financial assistance flows, and the seizure of communal land in rural regions
 - Authored data-driven trend pieces for subscription-based service on foreign investment trends and large-scale land acquisitions, referenced in publications that include Mongabay.com and *The Times of India*
-

ADDITIONAL

- As volunteer Events Manager, organized lectures, roundtables, and discussion sessions on issues around international affairs for the 13,000-member global network Young Professionals in Foreign Policy
- Provided English lessons and other assistance for local Burmese family with Refugee Assistance Program in Washington, D.C.
- Skills include: Ruby, HTML, STATA, Google Fusion Tables, Drupal, Plone, Adobe Creative Suite