

Justin R. Steele

Oakland, CA 94602 | (415) 844-0345 | justin@truesteele.com | linkedin.com/in/justinrichardsteele

SOCIAL IMPACT EXECUTIVE | PUBLIC INTEREST TECHNOLOGY LEADER

Strategic executive who turns bold visions for social change into proven results. Recognized for driving large-scale impact through innovative funding models, cross-sector partnerships, equity-focused leadership, and technology solutions that serve the public good. Track record of managing \$160M+ annual grant budgets and leading high-performing teams to achieve measurable outcomes. Known for bridging community needs with institutional capabilities to create sustainable change.

AREAS OF EXPERTISE

Strategic Philanthropy | Social Impact Strategy | Cross-Sector Collaboration | Team Leadership & Development | Public Interest Technology | AI Solutions Integration | Social Enterprise Ventures | Equity & Belonging Advocacy | Social Impact Thought Leadership | Press Spokesperson | Marginalized Communities | Community Engagement |

PROFESSIONAL EXPERIENCE

Kindora PBC, Oakland, CA

2025 - Present

Co-Founder and Chief Executive Officer

Launched a Public Benefit Corporation that democratizes philanthropic giving by making professional fundraising tools accessible to under-resourced nonprofits through AI-powered grant intelligence, reducing costs by 90-99% compared to traditional consultants.

- Built and scaled AI-powered platform from personal nonprofit funding to 140 organizations in first week of beta, developing technology that reduces 3,000 false-positive funder matches to 150 high-quality prospects.
- Created accessible pricing model starting at \$25/month (88% cheaper than competitors) with no annual contracts, returning 15-100 hours monthly to nonprofit missions while improving grant success rates from 5% to 25%+.

True Steele LLC, Oakland, CA

2024 - Present

Founder and Principal

Provides strategic advisory services and fractional executive leadership to purpose-driven organizations seeking to accelerate their social impact. Partners with leaders to align institutional capabilities with community needs for measurable results.

- Built a fractional Chief Impact Officer practice supporting organizations in transforming their corporate giving portfolios, designing innovative cross-sector initiatives, and developing authentic community partnerships.
- Advises senior executives and boards on integrating social impact into core strategy, with expertise in strategic philanthropy, public interest technology, and equity-focused leadership.

Google, San Francisco, CA

2014 - 2024

Director, Americas, Google.Org 2017 - 2024

Transformed Google's philanthropy across the Americas, managing \$160M annual portfolio across the U.S., Canada, and Latin America, overseeing \$698M in grantmaking over ten years. Focused on topics including AI for social good, job skilling, cash assistance, and K-12 education.

- Launched Google's signature \$75M AI Opportunity Fund, empowering 1M+ American workers with AI skills.
- Spearheaded \$100M Google Career Certificates fund, supporting 20K+ job seekers, projected to yield \$1B+ in wage gains through a first-of-its-kind outcomes-based loan approach.
- Collaborated with local leaders to address housing crises, resulting in a \$1B commitment to increase affordable housing and support homelessness interventions.
- Established Google's first Community Space for nonprofits, hosting 40K visitors annually and serving over 3,000 Bay Area nonprofits.
- Authored 6 official Google blog posts; spokesperson on 200+ press articles related to Google.org.

Inclusion Giving Lead, Google.Org 2014 - 2017

Spearheaded Google's first racial equity and inclusion, giving topical areas and positioning Google as a corporate leader in addressing systemic racism.

- Launched a \$50M criminal justice reform portfolio, funding transformative, data-centered initiatives with organizations like the Center for Policing Equity and the Vera Institute of Justice and mobilizing Google's resources toward criminal justice reform for marginalized communities.
- Developed and launched the Lynching in America digital project with the Equal Justice Initiative, creating an online resource and in-person museum exhibit that educated millions on the history of racial terror lynchings and earned recognition for Google as the only corporate sponsor at the project's national debut.

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justinrsteele@gmail.com

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Year Up, National Capital Region, Arlington, VA

2010 - 2014

Deputy Director, 2012 - 2014

Oversaw programming for the Washington D.C. site of an IT job training and internship program for young adults.

- Led a high-performing team of 26 FTEs responsible for the site's program and operations.
- Helped lead the site to a financial surplus for the first time in the site's history through increased fundraising, stronger internship revenue, and cost management.
- Achieved key results: 50% growth in students served, 23% improvement in graduation rate, 15% improvement in job placement rate.

Program Manager & Operations Director, 2010 - 2012

Implemented youth development programming for 80 students and 10 staff advisors, achieving an average graduation rate of 74% of enrolled participants (five points above the national average).

Northern Virginia Community College

2010 - 2014

Adjunct Business Professor

Steered the development and delivered the instruction of Year Up's Professional Skills and Personal Finance courses.

ADDITIONAL RELEVANT EXPERIENCE

Co-Founder, Chief Technology Officer (part-time), Outdoorithm, Oakland, CA

- Built a social enterprise aimed at improving accessibility to outdoor experiences for families, aligning with equity-driven, community-focused values.
- Developed AI-powered tools to simplify access to public lands, reflecting a mission of reducing barriers for underrepresented communities in the outdoors.

Senior Associate Consultant: The Bridgespan Group, San Francisco, CA

- Steered an effort for the Bill & Melinda Gates Foundation to model the cost and impact of strategies to reduce family homelessness in WA State, resulting in a \$60 million commitment over ten years.

Associate Consultant: Bain & Company, Inc., Atlanta, GA

- Crafted the Atlanta New Century Economic Development Plan for Atlanta Mayor Shirley Franklin.

EDUCATION

Master of Business Administration (MBA) & Master of Public Administration (MPA)

Harvard Business School & Harvard Kennedy School, Boston, MA

Bachelor of Science (BS), Chemical Engineering

University of Virginia, Charlottesville, VA

BOARD SERVICE

- **Program Committee Chair:** The San Francisco Foundation (2020 - Present)
- **Treasurer:** Outdoorithm Collective (2024 - Present)

- **National Academic Excellence Chair:** National Society of Black Engineers
- **Member:** Emmanuel Gospel Center

NOTABLE DESIGNATIONS

Zuckerman and George Fellowships

Management Leadership for Tomorrow (MLT) Fellow

Bert King and Algernon Sydney Sullivan Awards for Service

Chair, UVA Office of African American Affairs Peer Advisor Program