

## LinkedIn Resume

### Co-Founder & CEO (Part Time)

Kindora · Self-employed

Apr 2025 - Present · 9 mos

Oakland, California, United States

Building the AI platform that democratizes grant funding for nonprofits

Leading Kindora, a Public Benefit Corporation transforming how nonprofits discover and secure grants through intelligent automation. We're solving a \$3.4B market problem by making professional fundraising tools accessible starting at \$25/month (vs. \$3,000+ annual grant match fees).

What We Do:

- AI-powered funder matching based on peer analysis and giving patterns
- "Kira AI" grant writing assistant - applications in minutes, not weeks
- Deep research services for comprehensive funder discovery

Mission: Every worthy cause finds its champion—regardless of budget, connections, or ZIP code.

[Artificial Intelligence \(AI\), Fundraising and +4 skills](#)

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### Founder & Fractional Chief Impact Officer

True Steele LLC · Self-employed

Dec 2024 - Present · 1 yr 1 mo

Oakland, California, United States · Remote

I serve as a part-time executive impact leader for organizations seeking to significantly scale their social impact initiatives.

I also provide focused advisory services for leadership teams navigating complex decisions, funding opportunities, and strategic pivots. This work includes executive coaching, strategic introductions, and targeted expertise for leaders with proven solutions seeking to scale their impact.

[Social Impact Strategy, Leadership Development Coaching and +5 skills](#)

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### Co-Founder and Treasurer (Pro Bono)

Outdoorith Collective · Self-employed

Jan 2024 - Present · 2 yrs

Oakland, California, United States · On-site

Co-founded a nonprofit organization that transforms access to public lands by creating supportive, community-driven camping experiences for urban families who are historically underrepresented in outdoor spaces. Outdoorism Collective builds belonging in nature through guided group trips, outdoor skill-building, and cultural connection, empowering families to develop their own outdoor traditions.

[Nonprofit Leadership, Community Building and +4 skills](#)

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Co-Founder, Chief Technology Officer (Part-Time)

Outdoorism · Self-employed

Feb 2023 - Present · 2 yrs 11 mos

Oakland, California, United States · On-site

Co-founded a social enterprise that leverages AI to make public lands more accessible for first-generation campers by organizing dispersed public lands data and personalizing recommendations. Outdoorism connects people to nature while empowering retailers to convert casual gear customers into dedicated campers, driving revenue growth.



Outdoorism National Campground Map

The Outdoorism campground map leverages AI to match users with over 10,000 U.S. campgrounds based on preferences like family-friendliness, amenities, and accessibility. Powered by Mapbox, it integrates real-time data from user reviews and weather, offering personalized recommendations. The AI analyzes sentiment from reviews to help users find and compare campgrounds tailored to their needs, all through a mobile-friendly, intuitive interface.

[Artificial Intelligence \(AI\), Software and +4 skills](#)

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Google

Full-time · 10 yrs 4 mos

San Francisco Bay Area

Director, Google.org, Americas

Apr 2017 - Nov 2024 · 7 yrs 8 mos

Hybrid

Led \$160M in annual philanthropy across the U.S., Canada, and Latin America, overseeing \$698M in grantmaking over ten years. Focused on topics including AI for social good, cash assistance, job skilling, K-12 education, and digital wellbeing.



Google.org Commits \$75 Million for Work-Force Development in A.I.

Google.org's \$75M AI Opportunity Fund aims to equip over 1 million Americans with essential AI skills, focusing on underserved communities, public sector workers, and small businesses. Partnering with organizations like Goodwill and the Institute for Veterans and Military Families, the Fund supports AI training programs and the launch of Google's AI Essentials course, designed to help learners and workers prepare for the future of AI-driven jobs.



Google and Selena Gomez partner to fund teen mental health in the classroom

Through a \$25M commitment, including support for DonorsChoose, we're empowering teachers to create safe, mindful spaces in classrooms. By funding mental health resources and offering training for educators, we aim to make a lasting impact on the wellbeing of students across the country.



Google backs creation of cybersecurity clinics with \$20 million donation

This initiative expands cybersecurity education and defense efforts by funding clinics where students gain hands-on experience while protecting small businesses, nonprofits, and local governments from cyber threats. Through a \$20M donation, Google is addressing the growing demand for cybersecurity professionals, offering students valuable career opportunities, and helping to secure critical U.S. infrastructure.

Skills: Strategy, Racial Justice, +12 skills

**Racial Justice and Inclusion Giving Lead**

Aug 2014 - Apr 2017 · 2 yrs 9 mos

On-site

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



Google pledges \$11.5M to fight racial bias in policing, sentencing  
Grants target organizations that use data to combat racial disparities in criminal justice system.



KTVU FOX 2 San Francisco Profile of Justin Steele

[https://archive.org/embed/KTVU\\_20180328\\_140000\\_KTVU\\_Mornings\\_on\\_2\\_at\\_7am?start=3200.8&end=3380.8](https://archive.org/embed/KTVU_20180328_140000_KTVU_Mornings_on_2_at_7am?start=3200.8&end=3380.8)



Using data to change the conversation about race in America

A new project brings EJI's groundbreaking research on lynching in America online, revealing the profound way in which this era continues to shape our nation.

Skills: Strategy, Racial Justice, +6 skills

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Year Up

5 yrs 4 mos

Deputy Director

Jul 2012 - Aug 2014 · 2 yrs 2 mos

National Capital Region

Managed the program, academics, admissions, alumni, and operations teams of a professional and technical skills job training program for urban young adults with 35 full time staff and a budget of \$6.5M.



Year Up Bay Area Graduation: July 2019 Graduation Keynote Speaker Justin Steele

Year Up Bay Area Graduation: July 2019 Graduation Keynote Speaker Justin Steele (Head of Americas at Google.org) returned to his Year Up family to deliver th...

Skills: Strategy, Fundraising, +7 skills

### Program Manager

Full-time

Jul 2011 - Jan 2013 · 1 yr 7 mos

National Capital Region

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).

Skills: Nonprofit Organizations, Volunteer Management, +3 skills

### Director of Strategy and Operations

Full-time

Jul 2010 - Jul 2012 · 2 yrs 1 mo

National Capital Region

Created and managed the site's \$6.5M budget and led strategic planning.

Skills: Nonprofit Organizations, Interpersonal Skills, +1 skill

### Intern and Contractor

Part-time

May 2009 - Jul 2010 · 1 yr 3 mos

Greater Boston

Skills: Nonprofit Organizations, Interpersonal Skills

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### Adjunct Business Professor

Northern Virginia Community College

Jul 2011 - Jul 2014 · 3 yrs 1 mo

Alexandria, Virginia

Appointed as an Adjunct Faculty Member of the Science Technology & Business Division at Northern Virginia Community College. Taught courses on leadership/professional skills and personal finance.

**Instructor Contact Information:**

Name: Justin Steele  
Email: jsteele@yearup.org  
Phone: 703-312-9327x1239

**Course Description:**

An important key to success at any level is professionalism. What does professionalism look like? What does it mean to be professional in an office setting? More importantly, WHY is professionalism important? These are some of the many questions we will address in Professional Skills class during Learning & Development.

Our class will be the merging point of all of the elements and class experiences at Year Up; we will discuss tactics to master soft skills and professional etiquette to prepare you for success on your internship and career. Expect to have an interactive learning experience that will simulate group projects, common interactions and scenarios that you may encounter in the day-to-day environment of professional settings. You will learn how to impact other people's perception of you to show that you are both a warm and likable person, as well as someone who is competent, reliable and knowledgeable in your field. We will practice methodologies of collaboration to work most effectively as a member of a team. Finally, we will end the class by examining how your strengths and interests correlate with careers opportunities and discuss how to brand yourself as a competitive applicant in the job market.

As with all things in Year Up, you are the facilitator of your own success in the Professional Skills class. To get the most out of the classroom experience, come prepared with your assignments completed and ready to take notes and actively participate in your learning. Respect your colleagues and instructors by consistently maintaining professionalism, having an open mind and giving 100% at all times.

**Course Objectives:**

- Develop a clear understanding of how employees' attitudes and behaviors affect their ability create value for organizations
- Prepare for the expectations and workplace cultures that exist on Year Up's internships
- Expand self-awareness of one's strengths and growth areas and gain a better understanding of how to grow into one's best self
- Improve self-management and team collaboration skills

**Assignment Breakdown:**

40% Homework Responses; 30% Final Assignment; 20% Class Participation; 10% Quizzes

**Grade Breakdown:**

A = 90% - 100%; B = 80% - 89%; C = 70% - 79%; D = 60% - 69%; F = 0% - 59%

In order to earn a passing grade of C- and earn an internship, all assignments must be completed and you must come to class motivated and ready to actively participate. Your instructor is available to help you find learning and studying strategies that will help you achieve a better understanding of the material as long as you communicate any challenges you may have, act responsibly, and show dedication and commitment to your success.

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Professional Skills

## Professional Skills Syllabus

I led the development of a Professional Skills curriculum to teach 21st Century Skills to urban young adults

### University Teaching and Interpersonal Skills

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#### Senior Associate Consultant

The Bridgespan Group

Aug 2006 - Jul 2007 · 1 yr

Used management tools and strategies to advise nonprofits, charter school networks, and foundations on how to achieve greater social impact, including a \$60M strategy for the Bill and Melinda Gates Foundation to end family homelessness in the greater Seattle area.

### Consulting, Management Consulting and +3 skills

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## Associate Consultant

Bain and Company

Jul 2004 - Aug 2006 · 2 yrs 2 mos

Member of consulting teams for paperboard manufacturing, shipbuilding, deathcare services, and nonprofit clients. Helped create the Atlanta New Century Economic Development Plan for Mayor Shirley Franklin. U.S. News and World Report cited the strategy as a “massive redevelopment plan.”

[Consulting](#), [Management Consulting](#) and [+2 skills](#)

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## Education



### Harvard Business School

MBA, Concentration in Nonprofit Management

2007 – 2010

Grade: 2nd Year Honors

Activities and societies: Management Leadership for Tomorrow Fellow, Education Pioneers Fellow, African American Student Union (Community Service Co-Chair), Nonprofit Board Fellow (Citizen Schools), Volunteer Consulting Organization Team Leader (Team Excellence Award)

Awards: Bert King Award for Service, George Family Fellow (merit scholarship)

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### Harvard University Kennedy School of Government

MPA, Concentration in Urban Social Policy

2007 – 2010

Activities and societies: Zuckerman Fellow (merit scholarship)

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## University of Virginia

Bachelor of Science with Distinction, Chemical Engineering

2000 – 2004

Activities and societies: Rodman Scholar (engineering honors program), Holland Scholar (merit scholarship), Lawn Resident, Office of African American Affairs Senior Peer Advisor, Sustained Dialogue moderator

Honors: One of two graduating students chosen for the Algernon Sydney Sullivan Award for "excellence of character and service to humanity"

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## Program Chair, Board of Trustees

San Francisco Foundation

Sep 2020 - Present · 5 yrs 4 mos

Economic Empowerment

I serve on the board of one of the nation's largest community foundations, advancing racial equity and economic inclusion in the Bay Area.

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## Treasurer, Board of Directors

Outdoorithm Collective

Aug 2024 - Present · 1 yr 5 mos

Environment

I am a founding board member of a nonprofit that leads group camping trips and nature experiences to reconnect urban families to public lands, empowering members with outdoor skills and co-creating a safe and supportive community. Together, we're rewriting the narrative of who belongs in these incredible public spaces.

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## National Academic Excellence Chair

National Society of Black Engineers

May 2003 - Apr 2004 · 1 yr

Education

Served as one of 13 nationally elected voting members of the NSBE Board of Directors. Managed 6 Regional Academic Excellence Chairs, 4 committee chairs, and a \$70,000 budget. Raised national program participation by 35%.

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### Board Member

Emmanuel Gospel Center

Sep 2008 - May 2010 · 1 yr 9 mos

Social Services

Served as a board member for a faith-based organization that seeks to identify and nurture the systems that empower the effective ministry of urban churches in their communities.

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### Founding Team Member

Summer Advantage USA

Sep 2009 - May 2010 · 9 mos

Education

Worked with Mind Trust Fellow Earl Martin Phalen to launch a national summer learning program for K-8 students. Wrote the organization's start-up business plan and built the pro forma financial model, resulting in a \$1M contract to educate the inaugural class of 1,000 scholars in the Indianapolis region.

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### Citizen Teacher - 8th Grade Academy

Citizen Schools

Aug 2008 - May 2010 · 1 yr 10 mos

Education

Created a 10 week apprenticeship class called Brand YOU! to teach branding to 8th graders from Boston Public Schools. Organized over 45 Harvard classroom volunteers. Recognized as one of Boston's top apprenticeships and subsequently taught by volunteers from Google, Bank of America, Facebook, and others.

<http://www.citizenschools.org/curriculum/brand-you/>

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### Moderator

Sustained Dialogue Campus Network

Sep 2002 - Present · 23 yrs 4 mos

Civil Rights and Social Action

Led a small groups of diverse individuals at the University of Virginia, the Bridgespan Group, and Year Up through bi-weekly dialogues to transform conflict rooted in differences in identity.

### Champion Award

Issued by Self e-STEM · Oct 2025



Associated with Kindora



Self e-STEM - The Innovator Showcase

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### Harbinger Award

Issued by Oakland African American Chamber of Commerce · Oct 2025



Associated with Kindora



OAACC Business Awards

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## Kapor Center Impact Award

Issued by Kapor Center · May 2018



Associated with Google



[Kapor Center Impact Awards 2018 Winners](#)

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## BRIDGEGOOD Inspiration Award

Issued by BRIDGEGOOD · Dec 2016



Associated with Google



[Justin Steele x BRIDGEGOOD x Inspiration Awards](#)