

Lisa (Lily) Herwald

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KNOWLEDGE, SKILLS and ABILITIES

Thirty years experience in leading successful nonprofit organizations as demonstrated through increased revenue, expanded programming, community reputation and fiduciary stewardship.

■ Unwavering commitment to quality programs, continuous program evaluation, and excellence in budget management and budgeting.

Entrepreneurial with focus on vision, strategic and critical thinking, planning, innovation, implementation, and continuous evaluation processes.

Excellence in managing, training, and leading high-performance teams and volunteers.

Thorough understanding of non-profit systems and processes including developing strong partnership with Board of Directors to achieve organizational mission, vision and goals.

■ Success in increasing revenue through effective membership campaigns, major donor programs, planned giving, and special events.

Secured over \$21 million in funded national, state, and private grants for nonprofits.

Strong written and verbal and communication skills: the ability to cultivate relationships with a wide range of stakeholders and cultures; a persuasive and passionate communicator who can convey the story of organizations to staff, government agencies, partners and the public.

Commitment to building a vibrant community of Sitka by strengthening local nonprofits.

Professional who values personal and organizational integrity.

PROFESSIONAL EXPERIENCE

***Alaska Marine Safety Education Association. Sitka, Alaska. Interim Executive Director September 2016-January 2017;**

***Brave Heart Volunteers. Sitka, Interim Executive Director, July 2015-Aug. 2016;**

***Raven Radio Foundation. Sitka, AK. Interim Executive Director, Apr. – July, 2011:**

Served as acting chief executive officer while the existing CEO was on sabbatical.

Interim management requires exceptional listening and communication skills and adeptness to steer transition.. Required excellent emotional intelligence and communication skills to ensure fiscal, programatic and system continuity. Managed day to day operations by objectively by modeling professional leadership. Solid experience in management and organizational transitions.

Trestle LLC, Sitka, Alaska. Principal/Owner January 2010 to Present:

Consulting services with focus on nonprofit fund development, evaluation, training, and strategic advising. Clients include: University of Alaska Southeast-Sitka, Southeast Alaska Regional Health Consortium, Sitka Sound Science Center and Sitka School District.

Program Evaluation: Methodically collect information about a program or project in order to make necessary strategic decisions within the program, providing feedback to stakeholders. Ability to document outcome and process results.

Grant Writing: Develop workable solutions for organizations' grant programs that match organization's mission. Expertise includes: excellent writing skills clear understanding of project processes, strong research skills, discipline and organization.

Leadership Training: Strategic planning, capital campaigns, operational plans, group facilitation and visioning for nonprofit boards and executive staff.

Interim Executive Management Services: Serve as temporary executive director during sabbaticals.

Sitka Sound Science Center - Director Sitka WhaleFest. Aug. 2011- Mar. 2013

Lead organizations through merger process into the Sitka Sound Science Center to ensure mission sustainability.

- Responsible for operational and strategic directives of Sitka WhaleFest; an annual science symposium. Plan and implement annual four-day festival and science symposium focused on marine issues of the Pacific.
- Ensured ongoing program excellence, consistent quality of finances, and administration.

Southeast Alaska Regional Health Consortium - Sitka, AK. Planner/Grant Writer 2004-2010

Submitted as principal grant writer over \$15 million in funded grants over a 5½-year period.

- Worked with individuals and external community groups to identify health priorities and explore funding options.
- Facilitated retreats and strategic planning meetings of SEARHC teams and task forces.
- Taught grant writing workshops.
- Developed a system-side understanding of organization and worked with all departments.

Raven Radio Foundation - Sitka, AK. www.kcaw.org

General Manager/CEO 1998- 2004

Development Director 1993-1998

Business Manager 1985-1993

- Leader of station with one of the highest national per capita memberships.
- Responsible for the management, administration, and representation of Raven Radio Oversaw dramatic increase in revenue from membership drives,

underwriting, direct mail, auctions, and special events and coordinated capital campaigns.

- Cultivated relationships with legislative delegation in Juneau and Washington, D.C. while advocating for the needs of public broadcasting.
- Oversight of membership of 1,200 persons.
- Developed partnerships with local, regional, and state organizations.
- Supervised and evaluated staff and volunteer base.
- Planned and implemented public relations strategy promoting image of Raven Radio.
- Produced live and pre-recorded programming for local audience.

EDUCATION

University of Wisconsin – Stevens Point - Stevens Point, WI
Bachelor of Science – Communications. 1982

PROFESSIONAL ORGANIZATIONS & COMMITTEES

Alaska Public Broadcasting Commission, Commissioner appointed by Gov. Walker
December 2015

Mobilizing Action through Planning and Partnerships – Steering Committee 2015

Alaska Public Media Transition Committee – 2010-2011

Alaska Public Broadcasting Inc. - President 2007 to July 2009

Alaska Public Radio Network - Treasurer 2002-2003

Sitka Rotary Club - President 2002-2003

References

Available upon Request