

Maria Elena Geyer

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Application for Executive Director

January 22, 2020.

Dear Hiring Partner;

As a successful leader, I bring to this organization more than 20 years of progressive leadership experience in large and small, not for profit community programs and services. I create focus on mission, to facilitate organizational change and stakeholder engagement. I have a stunning track record for developing partnerships to achieve quality and effective operations with effective and productive oversight management to foster trust and collaboration.

I'm fully bilingual English/Spanish, and a successful change leader, dramatically improving faltering operations or processes in a relatively short amount of time. This experience uniquely qualifies me for the Executive Director position for the Bellevue Schools Foundation. I have proven to be a visionary leader, strong innovator, with focus on strategic direction. I value collaboration with all constituents, to reach and maintain effective working relationships. My background includes expertise to motivate, educate and to lead stakeholders towards a common mission "*to service the greater good.*"

I am confident that I would be a good addition to the Foundation. My resume attached for your consideration highlights my broadly skilled experience.

During my career I've demonstrated skill building strong teams by cultivating, delegating and developing staff. Achieving operational and service excellence are the foundation of my leadership values. As a successful operational/analytical leader, I exercise a high degree of initiative, focusing on achieving goals and objectives to meet organization strategy while focusing on inclusion to represent diversify perspectives.

This position is of interest to me because it complements my professional competencies. I also recognized that leadership and management require continues growth. I describe my managerial style to be inclusive, motivational, supportive-I led five directors at the Puget Sound Blood Center. Departments included; Community education and Outreach-, Fundraising, Blood and Tissue collections, Marketing/Communication, Volunteers.

I would like to bring my proven record to your organization. I am excited about the Executive Director position and the ability to help this organization succeed. I am seeking new challenges and opportunities. I'm looking forward to returning to Seattle. I appreciate your consideration.

Sincerely,

Maria Elena Geyer

Maria Elena Geyer

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EXECUTIVE LEADER

Mission focused, visionary executive with substantial experience leading nonprofit organizations. Innovative strategist with proven record of improving identity and operations, building strong teams and stakeholder relations. Developing brand awareness to build community partnerships. Respected by a wide range of individuals from community leaders to board members. **Areas of expertise include:**

Strategic Planner
Public Speaker
Brand Steward

Change agent/ Leadership
Marketing/Communication
Board Governance

Development-fundraising
Budget/Financial Development
Staff Development

PROFESSIONAL EXPERIENCE

Cancer Partners-

2014 to 2019

President-Chief Executive Officer.

Progressive leader for a non-profit cancer support organization directing all programs and services functions with \$1.2M budget, 10 employees and 250 volunteers. Provider of professionally led cancer support services to 4,000 members a year at no cost to them. Lead all fundraising-

- increased donations from \$350,000 to \$780,000 by becoming donor-centric and building donor retention strategies.
- Established **Working Together Group** partnership among five Coachella Valley non-profits and increased education and community's understanding of all services provided.
- Established middle schools' programs to assist children dealing with grief.
- Improved ROI of 13 community events 15% by increasing sponsorships and reducing expenses.
- Increased Volunteer Participation 25% by developing recruitment and retention programs.
- Repositioned organization including new value proposition to community, new annual report and educational materials.
- Expanded relationships with Foundations, increasing grant submissions by 24%.
- Led and established a 3-year strategic plan for the organization.
- Increased Board membership from 13 to 18 members.

American Red Cross Blood Services.

2012 to 2014

Chief Executive Officer, North Eastern Pennsylvania Blood Services

Led development and execution of strategic plans aligned with Divisional and National plans. Managed \$12M budget and provided leadership to enhance Partnership with employee's Union...Employee base 215. Fostered client relationships- client base-25 Hospitals-Increasing communication, customer service and cost reduction initiatives.

- Established "customer centric" internal/external focus to reach blood collection targets.
- Increased volunteer participation 25%.
- Served as liaison with Red Cross Humanitarian Programs to increase efficiency and community education.
- Led development of Blood Services Board of Trustees, growing board from 12 to 28.
- Reduced operational cost 4.3% in 5 months.
- Reached sales target to 98.5%.
- Led Quality Programs to ensure safety of process and blood products and sponsored 6 FDA inspections with no citations.

Executive Vice President –Marketing, Community Affairs-Executive Director, North West Tissue- Center (2004–2012)

Provided executive leadership for large community blood center. Managed division of 450 employees with a \$32M budget. Directed programs, operations to meet blood supply demands for 77 hospitals and clinics, lead recoveries, and distribute tissue products to service customers in 3 states Washington, Idaho and Montana.

- Increased Tissue product availability by developing new educational initiatives to increase donor recoveries and increasing product distribution from \$1M to \$6M.
- Lead all fundraising for Blood center and research institute. \$1.5.M
- Reduced operating costs 3% per year and increased blood donations by reorganizing division and implementing lean initiatives.
- Increased volunteer base to 5,000 with over 100,000 hours of yearly service. Increased Blood donations form 139,000/year to 210,000/year and reached financial contributions to \$1.8M by leading recognition, recruitment and retention programs.
- Doubled the annual donor frequency by expanding community outreach and instituting Partners in Life luncheons in which participation reached 1,500 attendees.
- Improved community recognition to a documented 77% by implementing community awareness campaign to launch new branding for all business lines.
- Increased sales \$1.5M by developing and implementing a dedicated sales team.
- Designed and centralized corporate communications increasing quality and consistent delivery of institution's voice to customers and community stakeholders.

Director, Donor & Volunteer Resources (1990 to 2004)

Led troubled operation from "constant media appeals-not enough blood" to sustaining an adequate supply to meet operation budgets, increasing service to our customers and meeting increased demand.

- Increased blood donor collections 65% to meet customer needs.
- Automated our recruitment strategies to increase productivity in the calling center increasing donor participation by blood type by 30%.
- Secured funding to launch new recruitment technology: TEXT messaging in partnership with ATT wireless-the first nationally.
- Established and sustained e-mail blood donor base increasing donor participation and reducing cost.
- Increased blood type/donor participation to sustain adequate 4 day-blood supply.
- Increased volunteer base to 5,000-active volunteers to assist daily operations, thereby reducing operation budget by \$350,000/year.
- Created nationally recognized inventory thereby positioning the center as one of the leading institutions nationwide.
- Represented the blood center on national blood banking committees
- Entered new markets to service new customer and secure blood donor participation resulting collection of 10,000 donor registrations in 3 years.

EDUCATION AND TRAINING

BS, Art/Spanish, Jacksonville University, Jacksonville Florida
BA-minor-Biology-Pre-Med, Jacksonville University, Jacksonville Florida
Executive MBA- Programs, University of Washington-Certificate/ Management
Lean Institute-Lean Certificate.
Leadership Training- Certificate, University of Washington
Certificate, Shared Leadership Program- Donna Vaudrin Associates
Leadership Communication Certificate-American Marketing Association

PUBLICATIONS/GRANT LEADER

Poster: AABB: Retention of 911/1stt- time Donors.
Book AABB/ADRP: donor recruitment-tips, techniques and Tales: Author one chapter: E-mail
Communication/donor-Impact Study.
Manuscript: Transfusion Dec-2005: E-mail communications Donor Impact Study: Implications for Donor
Acquisition and Retention.
Video: Thank you National Project-development with AABB-National recognition of Blood donors-distributed
nationally, 2006
2015-Developed Grant strategy to bring 5 cancer organizations together to partner-recipient of \$30,000.
Grant to increase community education of all services provided in the community.

HONORS/AFFILIATIONS

AABB member 2003 to present.
ABC/Donor recruitment Committee chair: '04 to '05-, member 12yrs.
ADRP/Member 2000 to 2011-Board 2008 to 2011.
AMA-member 2003 to 2011.
AABB 2005 Chapman-Franz Meier Memorial award and Lectureship
Metropolitan-Whose Who-Seattle, WA 2006.
Honoree/Women in Science/Women of color-2006.
America's Blood Center's Foundation's Board...2008 to 2011.
American Association of Tissue Banks. Member 2007 to 2011.
Seattle 4-Rotary-member since 2005.
North West Association of Biomedical Research –Board member 2010 to present.
Association of Fundraising Professionals-CA....2014 to present.
Leaders Forum member.2014 to present.
Desert Regional Medical Center-Governing Board. Since January 2015. /6-year term.

LECTURES AND PRESENTATIONS

2007 AABB Conference, Baltimore MD, Presenter: Research Application to Recruitment
2006 AABB Conference, San Diego, CA, Presenter: E-mail Technology.
2005 ADRP Conference, San Francisco, CA, Presenter: Rare Donor Program.
2005 ADRP Conference, Salt Lake City, Utah-Presenter: Diversity of Donor Base.
2004 AABB Conference, Presenter: Blood Inventory models.
2002 Presenter/Teaching Seminar: Hawaii Blood Bank-recruitment –Best Practices
2002 ABC Conference, Phoenix, AZ, Role of automation-Retention of Blood Donors.
2001 AABB Conference, San Antonio Texas: Automation-Donor Recruitment.
2000- 2-day work-shop: Teacher Wisconsin Blood Center-Recruitment Best Practices
2000-1-day work-shop: Organizational Effective Teams

CONSULTING

2003 consulting/Acting Director -1yr assignment, Inland Blood Center-Spokane, WA
2003 consulting/partnering with Microsoft-developing of web-based software-provided to all community blood centers nationally.



**Bellevue Schools Foundation
Executive Director Candidate Questionnaire**

Name: Maria Elena Geyer

1. Why are you interested in becoming the Executive Director of the Bellevue Schools Foundation?
*I'm very interested in this opportunity because -of the **mission**; is inspiring, essential and it serves the community- Provides me **opportunity**; to achieve, collaborate and develop a leading-edge program with top community leaders as well as , helping to secure the programs and services for the future. Finally, **it complements** my professional competencies in an innovative stakeholder environment.*
2. Why did you leave your two most recent employers? *Both employers provided me great opportunities. Cancer Partners after 5 years of employment - the Board of Directors agreed in 2018 to discontinued services. This allowed the organization to focus on finalizing all financial and contractual obligations-In 2019 the organization closed. American Red Cross -2years - Unfortunately, I was impacted by an organizational restructuring that resulted in a loss of 25% of the employees. I was offered a similar position in another city; the offer was not a fit for me nor my family.*
3. What makes you a great leader? *During my career, I have demonstrated strong skills for leading community programs. I attribute this skill to **A-Collaboration** -I actively and consistently spend time with all stakeholders served by the organization. I accomplish this by experiencing their environment and I do everything possible to include my learnings when making decisions, creating outcomes of positive impact. **B-I'm Empathetic and Vision Based**-I learn from staff and I'm effective when representing their interest and needs- I like to engage, to listen, making every effort to understand other perspectives, to meet stakeholders needs. **C- Passion**-I bring passion and motivation to my work, I convey my commitment to mission and to the people that are serve by the organization. **D-I'm Solution Oriented** -I seek for opportunities and strengths. **E-I'm Humble**, and willing to follow, or know when to get in front, as well as, when to stand by side. Leadership is ultimately about how to deal with other people "relationships".*
4. In your opinion, what are the most important leadership qualities of the Executive Director of the Bellevue Schools Foundation? *Visionary, Collaborator, Business Acumen, Outward Turning, Team Builder.*
5. What key principles do you want everyone in the organization to understand about philanthropy and fund development? *I would like everyone to understand the following: general definitions- **A- Philanthropy**- **voluntary action for the common good.** **B-Fund Development**-**is the essential partner of philanthropy and makes philanthropy possible by bringing together a cause, the prospects and donors who are willing to invest in the cause. The goal is to acquire donors of time and money who stay with the organization, this is done through the process of relationship building.** Basic distinctions- **A- predisposed**- Donors whose interest and actions "suggest a possible" inclination or susceptibility towards the organization mission. **B-prospect**-donor/individual or entity that has demonstrated an interest in the organization, the donor has raised "his /her hand" signaling. **C-Donor***

Individual or entity that has given a gift of time or money to the organization.

Other Key principles

- *Nurture a culture of philanthropy in the organization-Accepting and celebrating the beauty of philanthropy, and donors- no matter the type or size of gift. 2- The organization needs to be donor-centered. Is not what the organization is selling-it's about what the donor is getting, that counts.*
 - *The donor is interested in his/her interest, motivations, and aspirations. -matching these to the mission will result in win-win outcomes.*
 - *Most people or entities give-Because they are asked.*
 - *We must give first- Board, the CEO, others-need to demonstrate financial and volunteer investment.*
6. Describe how you have elevated diversity and inclusion as a priority for yourself personally and in your organizations. *I make a conscious effort to reach out to and develop relationships with diverse groups within the community. This has provided me an opportunity to establish relationships with a diverse audience for the purpose of attracting a workforce that reflects a variety of races, religions, different genders, different languages. The strategy helped me when recruiting staff, volunteers and Board members. Inclusion of all stakeholders is essential for any organization- Inclusion is a sense of belonging, feeling a level of support so employees can do their best work. The culture shift creates high performing organizations. To elevate inclusion, I involve employees in discussions around inclusion, I rotate who runs meetings, when possible changing times of company events, or meetings, I ask for their opinion, I ask for their help. I incorporate the same strategies with friends or organizations I volunteer for.*
7. Please describe your experience and success in the following areas. Include specific examples:
- a. Developing and managing the business, financial and budgeting aspects of an organization like the Bellevue Schools Foundation. *I have experience developing and monitoring the business side of organizations-I have successfully met yearly budgets reaching goals and objectives. To reach this Key performance indicators- I developed the following steps-1-Involved Boards in Strategic planning.2-created business goals to accomplish the plan,3-created revenue projections-based on historical financial performance,4-identified fixed cost projections. 5-created variable cost projections. 6- created annual goals expenses projections.7-created target profit margin. I utilized the finance committee of the board to review progress monthly. I attribute the success of this process to the oversight and monthly monitoring, and to effective planning and budget projections.*
 - b. Building a vision for an organization, then developing, implementing and utilizing strategic plans and organizational goals. In partnership with Boards-I have led the creation of vision for the organization-This process includes 1-creating a shared vision. 2-dreaming big, 3-communicating a strong purpose and finalizing process by developing strategic goals. This is the process I led at Cancer Partners and Puget Sound Blood Center. To measure engagement and success of process, I surveyed stakeholders and presented survey results to Board and staff. The Vision becomes an educational component within all marketing collateral materials as well as, presentations to donors.
 - c. Leading a successful organizational change or transition; implementing new ideas. *At Cancer Partners I led an organization name change. The 1st step was to select new name-This was accomplished with the Board...they selected two options. The options were presented to different internal stakeholders: staff, members, volunteers, and to external audiences: hospitals partners, other cancer services organizations, donors, foundations, vendors. All feedback was gathered, Board selected the new name. The 2nd step creating communication strategy to all stakeholders as well as updating all marketing materials. The 3rd step held "open- house" gatherings*

to answer any questions from media and community. We felt the process was successful. We included all constituents, included their feedback as much as possible to get buy-in.

- d. Recruiting, developing, coaching, motivating, and empowering staff as a cohesive team. *During my career I've devoted substantial time and effort towards staff management as well as, building cohesive teams-I'm a visionary and high performance leader, my experience in management has provided me opportunities to utilized tools to motivate, develop, and to coach and mentor build effective teams.*

At the Puget Sound Blood Center, I developed programs and staff resulting in a cohesive Division with high performers. I started my career with one Department-14 member staff- to a division of 5 Directors and over 450 employees. I attribute this success to articulating clear expectations, supporting-mentoring staff, providing tools to do the job, celebrating success, coaching and above all, empowering the staff -individually and as a team. I was recognized as a very effective manager at the blood center -and often assisted to solve management challenges affecting operations. This skill gave me the opportunity to build a large Division, and to contribute to the organization in a large scale. I developed programs that increased Blood Donor registrations from 139,000 to 217,000-I was recognized and awarded the Chapman-Franz Meier award & lectureship-a national recognition by the American Association Blood Banks for developing the 1st community blood center system in the nation to be self-sufficient.

- e. Developing and managing a positive, inclusive organizational culture and professional working environment. As a high-performance leader-I fully recognized the benefits of creating a positive and inclusive culture. At Cancer Partners, I worked towards a implementing a community service/program **of value**, to staff, volunteers, Board, and community. I listen to all ideas and suggestions, to improve our programs, and to increase customer satisfaction and service. We became a prefer service provider by demonstrating a positive, inclusive, nurturing environment.
- f. Marketing and public relations; building public awareness for an organization. *I managed a 5-year public awareness campaign for the Puget Sound Blood center to increase organization awareness and increasing blood donations.*
- g. Securing individual major gifts, corporate financial and/or other contributions and grants. *I have experience with major gifts-from researching to doing the actual presentation-i.e.-Bill and Melinda Gates Foundation for the Rare Donor program at the Puget Sound Blood Center. This was a 1million dollar grant. Also secured a \$146,000 grant from Heath District in Palm Desert. Lastly, secured individual gifts from \$25,000 twice a year to \$100,000 every year at Cancer Partners.*
- h. Grant making. *I have experience developing strategic rational- positioning for grant making. I'm able to match the organization needs with foundations/entities grant criteria/ requirements. I've secured several 100K grants to increase services and education programs. i.e.-Berger Foundation, Wasserman Foundation in Palm Desert.*

- 8. While the Executive Director is not expected to be an expert in IT, the ED is expected to develop technology strategies that will grow the Foundation's ability to significantly increase financial contributions. Describe your technology experience and what assistance and expertise you would need to develop and implement new strategies. *At Puget Sound Blood Center, I led several technical implementations. 1st-Automation of the blood donor calling program. -resulted in the establishment of 21 calling stations system to schedule donors, updating donor records for all blood collections centers in eight different locations. -donor base was 450,000 records. 2nd. Implementation of e-mail program*

software for new donor recruitment strategies to centers and mobile sites-new donor base. 45,000 records. Lastly, the automation of donor screening at the time of donation-yearly donations was 239,000 registrations-All the above were manual systems and all are highly regulated by FDA. All processes and software were validated to make sure the systems met FDA guidance. I have experience with mapping out processes, how to identify software-RFP's, and how to document validation of the implementation...I would need IT- **technical knowledge** to get the systems to work together and to modify data entry fields if necessary.

9. Please describe your experience in working with or serving on a nonprofit board of directors. What are the keys to success in working with a nonprofit board?

I worked with 3 different Boards-Cancer Partners, American Red Cross, and Puget Sounds Blood Center. All have provided me with great experience and knowledge-My 1st approach to each of them was to get to know them-and to learn from them. I accomplished this by doing one/on/one meetings at the begin and continuing open communication by maintain quarterly one on-ones. I was eager to learn strengths and weaknesses of the Organization and the Board. (from their individual perspectives). Also, to learned why they support the organization. I helped the boards understand their roles as the organization needs evolved. The keys to success, include- engaging the board, providing information so they are well informed of issues, needs and challenges, encouraging them to participate sub-committees, setting expectations to recruit other board members, providing training to assist them with fundraising. **I also served on nonprofit boards**-The keys for me as a board member are; value to my areas of expertise, allow my contribution, and respect my time.

10. Please describe your experience collaborating with partners (other organizations and/or agencies) to develop and achieve goals.

At Cancer Partners-I collaborated with five other cancer services non-profits organizations. I established a partnership with the five entities-called the Working Together Group-first ever in the desert. I wrote a grant and was awarded \$30,000 to increase community education for each group member. This strategy helped all entities with outreach & educational- increasing community knowledge of all the services provided to cancer patients in this community, at no cost to them. At Puget Sound Blood Center-I was a Rotarian, at the Seattle four Rotary. I helped educating the Rotarians about the need for blood donors, increased awareness about the research institute and sponsored quarterly tours of the labs – These strategies helped to cultivate relationships, increased donors for blood, money or time.

11. What do you stand for?

Integrity- Impact, Community Service, Achievement, Transparency.

12. Where do you see yourself professionally in five years?

Leading a well-respected, strong identity nonprofit service with significant innovative-cutting edge community programs.

13. If offered this position, are there any circumstances, relocation or otherwise, which would negatively impact your ability to accept it and begin work within a reasonable period thereafter?

No negative circumstances to report.

**Thank you for your interest in Bellevue Schools Foundation!
Please email completed questionnaire to marcia@hagel.net**