

Maria Elena Geyer

81 Clavel Court, Palm Desert, CA. Home: Cellular **425-301-7849**.
mg123@frontier.com

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

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81 Clavel Court
Palm Desert, California. 92260
mgeyer123@frontier.com
425-3012-7849

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.