

Daniela C. Mead, CFRE, MPA

267-240-2046

Daniela@vive-consulting.com

Professional Experience

Vive Consulting, *President*, Philadelphia, PA, Jan. 2010 - Present

- Provide consulting services to nonprofit organizations with a focus on strengthening core operations and governance. Services include board development, communications, database services, fundraising, interim staffing, knowledge management, management, operations, and strategy.
- Serve as a thought leader in the nonprofit community with special expertise in the areas of Standards for Excellence, social media marketing, fundraising operations, and technology.

Blackbaud, Charleston, SC, Sept. 2004 - Dec. 2009

Knowledge Specialist, Professional Services Division, Mar. 2007 - Dec. 2009

SharePoint Management

- Analyzed knowledge system needs and designed and tested Microsoft Office SharePoint Server (MOSS) intranet collection. Drafted communications and change management plan for launch and successfully implemented new MOSS intranet for division.
- Developed new business offering for customer-facing Windows SharePoint Services (WSS 3.0) project sites to improve collaboration with customers on consulting projects.
- Managed the day-to-day operations of a MOSS intranet site collection for the Professional Services Division and three customer-facing hosted WSS site collections.

Business Process Improvement

- Assessed, designed, built and tested, and implemented divisional business processes to improve efficiency and effectiveness.
- Developed and implemented electronic system for submitting and reviewing expense reports that resulted in significant cost savings for the division.
- Analyzed and revised processes for creating scopes of work for projects to improve consistency between teams, decrease production time, and facilitate knowledge sharing.
- Created product collaboration blogs to provide forum for sharing information across divisions about Blackbaud products. Developed lists with workflows to improve submission and tracking process for product suggestions and issues.

Training, Knowledge Development, and Communications

- Provided ongoing support to over 400 division employees and 600 customers on SharePoint tools, policies and procedures, project management methodology, and industry best practices.
- Worked with Subject Matter Experts to create asynchronous and synchronous training materials on the use of internal software, SharePoint, project management, and industry best practices. Delivered training content via wiki article, newsletter, FAQ response, eLearning lesson, and online meeting.
- Designed and managed monthly Knowledge Management newsletter; authored a majority of articles. Wrote column for bi-weekly Professional Services division newsletter.

Fundraising Systems Consultant, Sept. 2004 - Mar. 2007

Consultative Work

- Partnered with Blackbaud's clients to develop solutions for managing information more efficiently, for analyzing and driving fundraising success, and for implementing The Raiser's Edge.
- Facilitated workgroups with entry level staff, middle managers and executives at non-profits to assess current business practices and organizational needs. Critically analyzed standard operating procedures and redesigned processes to improve efficiency, effectiveness and accountability.
- Guided clients through conversion and database redesign processes and assisted with data mapping and conversion testing. Acted as liaison between Blackbaud programming staff and clients.
- Authored all client-facing documentation and provided support to clients through final implementation of The Raiser's Edge. Assessed training needs and trained clients in one-on-one and group formats.

Practice Development

- Served as internal expert and lead consultant on United Way and Community Foundation verticals. Developed specialized expertise in the healthcare and higher education verticals through work with large regional health systems, local hospitals, and public and private universities. Authored internal white papers on various aspects of each market and its associated business practices.

- Served as mentor to junior Blackbaud consultants on client management, product functionality, and internal procedures. Assisted consultants with assessing their development needs and objectives and advocated on their behalf.

Business Development

- Assessed clients' service related needs and wrote scopes of work and change orders. Sold additional scopes of service or additional products, training, or services to over 40% of my clients.
- Represented Blackbaud at industry meetings and regional sales demonstrations. Cultivated sales opportunities and networked with non-profit executives to promote business objectives.
- Solicited client feedback on product offerings for United Way and Community Foundation verticals. Documented business needs of the target markets and worked with Blackbaud product developers to design and test new product releases.

American Red Cross of Southeastern Pennsylvania, Philadelphia, PA, Jul. 2000 - Sept. 2004

Manager of Federated Funding, Jan. 2003 - Sept. 2004

- Solicited \$2.1 million annually in restricted and unrestricted revenue from a portfolio of 50 United Ways and federated campaigns. Researched funders, wrote content for proposals and grant applications, and oversaw stewardship and grant reporting.
- Acted as primary liaison to the United Ways and represented the Red Cross at United Way events and board meetings.
- Lead program staff in the generation of monthly service statistics and outcome measures. Advised staff on data collection and reporting processes to maximize efficiency and accuracy.
- Served as a member of the PeopleSoft implementation team. Identified departmental requirements, tested functionality, mapped data, and collaborated with IT staff to ensure business needs were met.

Manager of Development Operations, Aug. 2001 - Jan. 2003

Prospect Research and Donor Stewardship Coordinator, Jul. 2000 - Aug. 2001

- Analyzed and developed operating procedures to maximize the use of The Raiser's Edge and facilitate revenue generation.
- Designed and implemented comprehensive business processes for various aspects of Development Operations. Wrote customized Raiser's Edge instructional manuals for Red Cross business practices and trained staff.

Blank Rome and Dechert, Philadelphia, PA, ***Paralegal and Translator***, Jun. 1999 - Jul. 2000

Educational Background

- *Master of Public Administration*, concentration in Organizational Leadership, University of Delaware, full scholarship recipient, 4.0 GPA
- *Registered Yoga Teacher*, Yoga Alliance, trained in Anusara style through Yogaphoria
- *Certified Fundraising Executive*, Association of Fundraising Professionals
- *Bachelor of Arts* in German Cultural Studies and Latin American Studies, Smith College, 3.5 GPA
- University of Hamburg, Hamburg, Germany

Volunteer Activities and Interests

- *Peer Reviewer and Marketing Committee Member*, Pennsylvania Association of Non-Profits, 2006 - Present
- *Member*, Association of Fundraising Professionals (AFP), 2004 - Present
- *Member*, Nonprofit Technology Network (NTEN), 2010 - Present
- *Board of Directors*, Equality Advocates Pennsylvania, 2007 - 2008
- *Interim President and Board Member*, Mountain Meadow, 2007 - 2008

Specialized Skills

Software: Raiser's Edge, Microsoft Office Suite, Microsoft Office SharePoint Server 2007, Windows SharePoint Services 3.0, SharePoint Designer, Adobe Captivate, basic Adobe Photoshop, Wordpress, basic HTML, Web 2.0 Technologies

Additional Skills: Exceptional writing and editing skills; fluency with AP, Chicago, and MLA formats; social media marketing; project management; process testing and improvement; requirements definition and mapping; logic models; performance measurement systems; Balanced Scorecard & strategy implementation

Languages: Advanced knowledge of German, conversational Spanish