

Krista Brown-Ly

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**Executive
Summary**

Visionary nonprofit leader with over 20 years of experience in advancing organizational missions and driving impactful change in community-focused settings. Expertise in strategic planning, donor relations, and program development, with a proven ability to enhance program effectiveness, and build strong community partnerships while increasing funding. Demonstrated success in leading diverse teams, managing large-scale initiatives, and implementing innovative solutions. Adept at leveraging analytical skills to drive data-informed decisions and maximize impact.

**Core
Competencies***Strategic Leadership**Stakeholder Engagement**Program Management**Resource Development**Policy & Advocacy**Operational Excellence***Work
Experience****Executive Director****July 2022 – Current****Bradbury-Sullivan LGBT Community Center****Non-Profit Community Services Agency**

- **Strategic Leadership:** Spearhead strategic planning efforts to align organizational goals with mission-driven outcomes, resulting in program expansion and effectiveness.
- **Operational Excellence:** Manage operational budget exceeding \$2 million, ensuring efficient resource allocation and financial stability.
- **Staff Leadership:** Lead and mentor a team of 19 staff members, fostering a collaborative work environment and enhancing team performance, mutual trust and respect.
- **Resource Development:** Develop and implement successful fundraising strategies, events and appeals securing over \$1 million in grants, contracts and donations annually.
- **Stakeholder Engagement:** Cultivate and maintain relationships with key stakeholders, including board members, community partners, and donors, to support organizational growth and visibility.
- **Program Management:** Oversee the education institute, health and community programs with a focus on impact utilizing data-driven insights to refine strategies, optimize performance and measure impact.

Vice President, Programs**Feb. 2021 – April 2022****Valley Youth House, Central Pennsylvania****Non-Profit Youth Services Agency**

- **Staff Leadership:** Directly manage program leadership, coaching and guiding them to ensure that they successfully attain their annual objectives.
- **Finance:** Responsible for sound fiscal management of all programs, identifying ways to increase revenues and decrease costs, analyzing financial reports and working with program and finance staff to prepare, monitor, and achieve operating budgets.
- **Program Development:** Responsible for the development of new programs and the expansion of existing programs that align with the agency's Strategic Plan and the Central Region annual operational plan.
- **Human Resources:** Develop a healthy, positive work environment that fosters employee engagement, as measured by employee engagement scores and improved staff retention.
- **Fund Raising:** Work with the Development team members to help secure funding for agency programs.

Executive Director
Family Promise of Carbon County, Pennsylvania
Non-Profit Emergency Shelter Program

May 2019 – January 2021

- Provide leadership in carrying out the agency’s mission and purpose for the program, staff and volunteers including all operational duties.
- Ensure proper financial controls and manage agency resources.
- Work with the Board to develop long-range plans for program expansion.
- Develop and implement new programming.
- Research, write, and monitor grant funding and opportunities.

Vice President Administration
The Village Family Services, North Hollywood, CA
Non-Profit Behavioral Health & Social Care Agency

July 2012 - April 2019

- Member of the senior leadership team, reporting directly to the COO & CEO.
- Participate in the development of the agency strategic planning.
- Directly responsible for the agency’s information technology, administration, human resources, training and development, data and analytics, compliance and risk management areas to ensure compliance with industry standards, county contracts, regulatory agencies as appropriate and agency objectives and policies.
- Risk management: responsible to enhance and/or develop and implement policies and procedures of the agency. This includes utilizing systems that will improve the overall operation and effectiveness of the agency. Of particular note would be the implementation of software for facility, logistics, contracts, electronic health records, and human resource management.
- Facility management: determine adequacy of agency locations from the perspectives of client service, human resources, and needs of the agency. Managed construction projects, maintenance of facilities, vendors, and equipment.
- Human Resources: development of employee handbook, performance management system, on-boarding process, full life cycle recruiting as well as employee relations, EEOC reporting, benefits and employee retirement plans.
- Manage information and technology needs including, but not limited to: hardware and software applications, database administration, financial systems, PC or desktop support, website development and maintenance, and telecommunication.
- Responsible for the development, management and oversight of all activities relating to the agency’s succession planning, employee training, professional development, and team building activities.
- Achieved agency’s first CARF Accreditation in 2015.

Vice President
AFTRA-SAG Federal Credit Union, Burbank, CA
Non-Profit Financial Institution 200 Million in Assets

March 2002 – July 2012

- Plan, direct and control credit union operations and activities and staff in accordance with credit union strategic plan, policies, and directives established by the board of directors
- Provides executive strategic leadership to ensure functional areas support the credit union’s mission, vision, values, and business objectives
- Manage disaster recovery, security and safety programs for the credit union

Education

Capella University:
BS Business Administration- Specialization in HR Management
Summa Cum Laude

2011

PHR Certification

2000-2021

Affiliations

Family Promise of Carbon County Board Member

2024