

> Kathy Rehm Switky

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An experienced leader skilled in strategic communication, public outreach, coalition building, and resource development. Strong visual and verbal skills, project management from inception through execution, and a track record of meeting budgets and deadlines. Expertise in organizational development, scientific and technical communications, data management, and fundraising.

> EDUCATION

M.S. Biological Sciences (ecology), Stanford University
A.B. Human Biology (environmental sciences), Stanford University

> PROFESSIONAL EXPERIENCE

Communications Consultant • 4/05—present

- > Develop and implement integrated communications and data management systems.
- > Design and produce outreach, campaign, and event materials and organizational collateral.
- > Design and build donor and fundraising databases and implement with staff training.
- > Write and edit technical, fundraising, and promotional documents.

Clients include Bay Area Ridge Trail Council, California Native Plant Society, Coastside Land Trust, East Palo Alto Kids Foundation, Foran for San Jose City Council, Friends of Edgewood, National Parks Service, Heyward Robinson for City Council, San Francisco Watershed Council, San Mateo County Parks and Recreation Foundation, others.

Committee for Green Foothills and Green Foothills Foundation, Palo Alto, CA

Director of Education and Outreach • 4/01—6/05

Organizational Management Consultant • 4/00—3/01

- > Grew environmental advocacy organization from \$40,000 annual budget to \$500,000 with a staff of five.
- > Significantly reduced overhead costs by merging related 501(c)3 and 501(c)4 organizations and developing systems for budgeting, financial reporting, lobbying, and human resources.
- > Increased support from individuals ten-fold and nearly doubled membership by developing custom database and overhauling direct mail program.
- > Increased citizen activism five-fold with new graphic identity, launch of 1500-page website, electronic action alerts, and series of educational forums, panels, and hikes.
- > Designed, edited and produced all marketing, fundraising, and outreach materials, including website, publications, advertisements, event materials, and donor premiums.

Community Impact, Palo Alto, CA (now Hands On Bay Area)

Communications Director • 1/99—2/00

Interim Executive Director • 7/98—1/99

Director of Membership and Fund Development • 8/97—7/98

- > Led Board of Directors to set goals and hire new Executive Director for growing organization.
- > Improved organizational efficiency by redesigning information systems and overhauling complex relational database.
- > Led staff and volunteers to triple number of one-day volunteer projects to 150/year while overseeing the organization's largest-ever event involving 2000 volunteers.
- > Managed comprehensive communications program, including management of vendors and volunteers.
- > Solidified community presence and raised \$180,000 through service partnership with Sunset Publishing Company.
- > Doubled campaign income and increased donor retention by developing personalized direct mail program.

Sempervirens Fund, Mountain View, CA

Associate Director of Development • 1/94—8/97

- > Raised response rates and donor retention, improved quality of materials and saved \$80,000 annually by bringing production of direct mail and newsletter in-house; wrote, designed, and produced all printed materials.
- > Raised \$425,000 annually by managing direct mail solicitation campaigns of up to 85,000 pieces.
- > Developed series of natural history articles in newsletter, writing some and enlisting scientists as authors.

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Center for Conservation Biology, Stanford University, Stanford, CA

Associate Director • 9/91—1/94

Research Assistant • 5/87—8/91

- > Coordinated research group of 18 scientists, visiting scholars, and students; hired and supervised research and support staff.
- > Conducted independent and collaborative field research projects in ecology and conservation biology.
- > Co-managed \$650,000 annual budget, including gift, sponsored, and endowment funds.
- > Designed and directed development of large relational database and related analytical software for long-term research project.
- > Researched, wrote, and edited book manuscripts, popular and peer-reviewed articles, and technical reports; author on more than a dozen publications.
- > Wrote grant and contract proposals; wrote, edited, designed, and produced newsletter.

IBM, Santa Teresa Lab, Morgan Hill, CA

Technical Writer • 4/86—5/87

- > Revised storage management strategy book, including technical updates.
- > Redesigned technical art for set of five storage management books.
- > Graduate, IBM programmer training for writers.

> OTHER ACTIVITIES

Volunteer communications strategist, Bayfront Park Coalition (opposing Measure J in Menlo Park), 6/06—11/06

Volunteer communications advisor, Collective Roots Garden Project, 6/03—present

APEX Awards for Publication Excellence, Award of Excellence, “Design and Layout,” 7/03

Graduate, Leadership Midpeninsula, 8/98—6/99

Board of Directors, Community Impact, 8/95—8/97

Semi-professional clarinetist and saxophonist

Avid organic gardener

References and list of publications available upon request.