

# ROZELLA KENNEDY

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## SUMMARY

Principled, inclusive, and results-driven leader, builder, strategist, and connector with 25+ years experience designing, implementing, influencing, and coaching community and social impact drivers across sectors — from fundraising and communications to project design, event management, and people leadership. Caring and catalyzing team leader, mentor/coach, and co-creator of positive change, with a singular dedication to equity and justice. Results-oriented systems builder with an indomitable can-do spirit. Unapologetically culturally inquisitive and competent, across race, class, culture, and geographies.

Over the course of my career in fundraising, I managed major gift, legacy, corporate, annual, and capital campaigns — portfolios and teams — ranging from four- to seven-figure activations. Several of these were for community serving, frontline-scale organizations, wherein building out the culture of philanthropy and fostering community awareness and comfort around the legacy of wealth and philanthropy in America was the key component of the work.

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## COMPETENCIES

- Leadership development
  - Stakeholder relations
  - DEI+ thought leadership
  - ESG strategy and measurement
  - Strategy and planning
  - Resource mobilization (fundraising)
  - Organizational management
  - International-award-winning author
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## STRATEGY & LEADERSHIP

### Banister Advisors

May 2023-Present

#### Special Projects Consulting

- Consulting and advising for professional services firm providing bespoke, project-based, case management to individuals and families facing complex life cycle circumstances (e.g.: health, mental health, eldercare, end-of-life). Focus on cross-cultural sensitivity and interpersonal dynamics in business development and customer care.

### Brave Sis Project

December 2019-Present

#### Founder

- Created lifestyle brand & social cause using women's history, story-weaving, celebration, and socio-emotional awareness and mindset shifts to foster fuller solidarity, shared agency, and Beloved Community across racial, cultural, and class divides.
- Develop and host events, workshops, facilitations, and other activations incorporating history and storytelling with sensitivity training; explorations into power-shifting and implicit bias; program design; brave space co-creation, reflection, and celebration, helping individuals and teams grow into leadership and collaboration that is more authentic, empathic, knowing, and sustainable.
- Author of the 2024 Nautilus-award-winning book *Our Brave Foremothers: Celebrating 100 Black, Brown, Asian, and Indigenous Women who Changed the Course of History* (Workman/Hachette, 2023).

### Camber Collective

Oct 2021-July 2024

#### Director of Impact & Equity - San Francisco and Seattle

- Developed firm's internal and external equity theory of impact (culture, policies, and processes) supporting client delivery and sectoral influence.
- External relationship-building with partners, collaborators and stakeholders: locally, regionally, in the US, EU, and Global South.
- Developed and led cross-functional impact: MLE, external impact story (visual narrative storytelling) and. Supported B-Labs/B-Corp measurement and recertification process, government and stakeholder relations (ESG).
- Created/curated/disseminated curricular and other learning materials, events, initiatives, and resources (e.g.: intranet) to help build impact and cohesion, culture of learning, to drive equitable philanthropic, development, and humanitarian impacts.

## ROZELLA KENNEDY - 2

### RESOURCE MOBILIZATION (FUNDRAISING)

<b>Elemental Exclerator</b> (climate tech accelerator) - Bay Area & Hawaii <b>Director of Impact</b> , and subsequently <b>Director of Philanthropic Partnerships</b>	<b>2020-2021</b>
<b>California Shakespeare Theater</b> - Berkeley and Orinda, CA <b>Director of Marketing &amp; Development</b>	<b>2019-2020</b>
<b>Women's Foundation of California</b> - Oakland, CA <b>Chief Philanthropy Officer</b>	<b>2018-2019</b>
<b>Earth Island Institute</b> (conservation/environmental fiscal sponsor) - Berkeley, CA <b>Director of Marketing &amp; Development</b>	<b>2016-2017</b>

Partnerships, donor events, and stakeholder relations with corporations, community foundations, UHNW individuals, and government agencies. Staff, volunteer, and board management and coaching. Major donor relations and capital campaigns. Oversight of marketing, sales, and hospitality teams. Designed and managed annual and planned giving campaigns. Produced salons, galas and other events. CRM and back office implementation. Dependent upon organization budget and capacity, stewarded and raised gifts and grants from four to seven-figures.

### CULTURAL LEADERSHIP & COMMUNITY ACTIVATION

<b>San Francisco Contemporary Music Players</b> <b>Executive Director</b> - San Francisco, CA	<b>2012-2015</b>
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- Created synergistic relationships with the innovation and cultural sectors in the greater Bay Area to engage a broad community base and help sustain the 21st-century cultural ecosystem for "new classical" music.
- Developed groundbreaking, NEA-funded "Soundvoice" community arts partnership with Hospitality House in the Tenderloin neighborhood, embodying how high arts can be made relevant and engaging to even the most forgotten members of a community.
- Produced over 12 public events per year, from salons and concerts to festivals. Executed all aspects of non-profit organizational management (strategy, programming, marketing, board development, fiscal controls, vendor relations, union contract negotiation, compliance, etc.). Reversed three-year deficit in first year.

<b>American Indian Science and Engineering Society</b> <b>Business Development Manager</b> (DEI focus) - Albuquerque, NM	<b>2010 - 2012</b>
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- Business relations, events management, cross-sector leadership, diversity workforce hiring focus.
- Researched, closed, stewarded sponsorship (sales) pipeline with Fortune 100 corporations, educational, and federal government partners. Successfully met revenue goals for local/regional events and international conference and \$3M overall organization budget.
- Creative brand and engagement strategy: print and digital collateral, SEO, media buys, trade-show promotions.

<b>Santa Fe New Music</b> <b>General Manager/Co-Founder</b> - Santa Fe, NM	<b>2000 - 2012</b>
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- Co-founder and administrative director of nationally acclaimed performing arts organization. Built operations, marketing, and strategic planning from ground up. Secured grants to the five-figure level; sustained a loyal donor portfolio, within a crowded cultural market, for what became a beloved member of the local cultural economy.
- Eleven seasons of self-produced concerts and collaborations with leading Santa Fe organizations including Santa Fe Opera, Santa Fe Arts Institute, and Girls Inc. 120+ concerts and events, Santa Fe Mayor's Award for the Arts "Organization of the Year" (2010), two award-winning CD releases, over two dozen commissions and world premieres, managed 120+ community youth in 2009 youth opera "The Language of Birds"
- Developed website, implemented CRM, contracts and volunteer management systems.

### EDUCATION

- Universite de Paris, Sorbonne (Masters in French Literature)
- Tufts University, Medford, MA (BA honors, French and English literature)
- Brearley School, New York, NY (high school diploma)

### VOLUNTEERISM

**Opportunity Collaboration** **current**  
**Global Advisory Council member, JEDI+ Lead** - Convening transnational conversations around trust-based philanthropy, power shifting, participatory grantmaking, inclusion, and cultural relativism in social impact for the leading global unconference focused on poverty alleviation.