

Kathy Johnson Bowles

STRATEGIST, ADVANCEMENT & COMMUNICATIONS EXECUTIVE



Linkedin.com/in/ kathy-johnson-bowles/

EXPERTISE

Leadership

Strategic Planning

Revenue Generation

High-Profile Constituent
Relations

Board Management

Marketing & Communications

Art & Design

Accountability

Improving Efficiency

Risk Assessment & Compliance

Resource Management

Crisis Management

EDUCATION

MASTER of FINE ART
Photography, Painting
Ohio University

BACHELOR of FINE ART
Painting
Boston University

CAREER SUMMARY

Proven executive leadership with 30 years of experience in revenue generation, marketing & communications, strategic planning, compliance & risk management, core business operations, and sustainability. Using innovative, creative, and strategic approaches, I've led organizations to successfully resolve major challenges. My mission is to enable a greater good and help individuals reach their potential for a prosperous and fulfilling life. In words, deeds, and practice, I lead with values grounded in diversity, equity, and inclusion.

EXPERIENCE

FOUNDER and PRINCIPAL CONSULTANT
Gordian Knot Consulting, Raleigh, NC | 2019 – Present

This start-up focuses on small- and medium-sized not-for-profit organizations to create philanthropic and revenue generating solutions. Gordian Knot unlocks under-utilized resources, untangles inefficient policies and procedures, and unravels data and compliance issues. We empower organizations and their partners to realize a shared vision for success.

- Created business, financial, marketing plan. Established mission, vision, and core services (revenue generation, compliance, risk, stewardship, policies and workflow).
- Developed communications plan and content for web and social media.
- Recruited team to develop products and client base.
- See www.gordianknotconsulting.com

VICE PRESIDENT for COLLEGE ADVANCEMENT and
EXECUTIVE DIRECTOR of the GENESEO FOUNDATION, Inc.
SUNY, Geneseo, New York | 2016-2019

As the eighth vice president in ten years, this position focused on professionalizing the team, establishing assessment and evaluation measures, creating policies and procedures based upon best practices, improving core business operations, increasing revenue, and preparing for a major comprehensive campaign.

- Led team of 22 professionals (major gifts, annual giving, stewardship, alumnx relations, and advancement services). Transformed evaluation methods with STARS assessment, SMART goals, and Division-wide strategic plan.
- Oversaw philanthropic revenue generation of \$5-8M annually and Foundation assets of \$37M. Served as chief architect and strategist of institution's largest comprehensive campaign \$55M.
- Achieved record giving levels for institution, increased giving by 77% overall/ 15% number of donors /2% alumni participation in a single year.
- Led redesign of Division strategic communications including constituent magazine, solicitation materials, public relations, social media, and crisis management.
- Managed personal portfolio of 50 high-profile donors, secured numerous six- and five-figure gifts supporting scholarships, initiatives for underrepresented/ underserved students, study abroad, faculty innovation, and new technology.
- Initiated and supervised CRM conversion, created 16 policies Federal and State law compliant, developed data management practices more welcoming to the LGBTQ community, and co-led a campus-wide Scholarship Management Task Force.
- Managed Foundation, Alumnx, and Athletics boards.

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HONORS & AWARDS

GUBENATORIAL APPOINTMENT

The Library of Virginia
Richmond, Virginia
Board of Trustees
2016-Current

ACE FELLOW

American Council on Education
2012-2013

KEYNOTE SPEAKER

The Grace Harris Leadership
Program/Higher Ground
Virginia Commonwealth
University
2015

AWARD of DISTINCTION

Folk Art Society of America
2011

OUTSTANDING COMMUNITY LEADER

Phi Delta Kappa
Piedmont Chapter, Virginia
2004

FELLOW

Virginia Center for Creative Arts
Visual Studies Workshop
Harvard Management Institute
Houston Center for Photography
National Endowment for the Arts
(1990-Current)

PROGRAM & PUBLICATION AWARDS

Council for the Advancement &
Support of Education
American Allegiance of Museums
Association of Marketing &
Communication Professionals
Public Relations Society of
America
(2002-Current)

EXPERIENCE continued

VICE PRESIDENT for COLLEGE ADVANCEMENT

Warren Wilson College, Asheville, North Carolina | 2014 – 2016

With an enrollment decline, institutional structural budget deficit, and significant deferred maintenance, this position focused on revenue generation, employing underutilized resources, establishing assessment and evaluation measures, improving core business operations, professionalizing media relations and communications, and crisis management.

- Led team of 15 professionals (major gifts, annual giving, stewardship, alumni relations, advancement services, communications and marketing, and the Environmental Leadership Center). Transformed evaluation methods with STARS assessment, SMART goals, and Division-wide strategic plan.
- Oversaw philanthropic revenue generation of \$5-8M annually and endowment assets of \$55M. Facilitated Board of Trustee's think tank on revenue generation.
- Increased annual fund giving by 46%, number of donors by 47%, alumni donors by 95%, alumni participation by 5% in one year.
- Improved communications processes and content, employed analytics to realize significant gains in media attention and constituent engagement. Increased published news items 284%, affected 360% surge in news story mentions (Google News), social media reach by 275%, web traffic (social media referrals 172%, news 217%, giving 85%, admissions applications 21%, admissions visit 76%).
- Revitalized capital campaign for a new academic building that included the fourth-largest gift to the College.
- Conducted a restricted fund audit and uncovered \$2.8 million in unexpended funds. Created a plan to expend funds and meet donor intent, facilitated stewardship, and developed processes and protocols for future oversight of restricted funds. Process and outcomes tested and approved by independent auditors.
- Led students in creating socially and environmentally responsible corporate engagement guidelines.

ASSISTANT VICE PRESIDENT, DIRECTOR, & ASSISTANT PROFESSOR

Longwood University, Farmville, Virginia | 2000 – 2014

A successful tenure at Longwood was punctuated by promotions and increased responsibilities following award-winning achievement and service in each position. The University is located in Prince Edward County, home of the landmark case, *Brown v. Board of Education*. The area remains scarred by the closure of public schools in the early 1960s; it is one of the most underserved in the Commonwealth. The positions I held built bridges to the community and generated resources to support those endeavors.

Assistant Vice President (2012-2014)

- Studied strategic planning in higher education by conducting hundreds of interviews with senior administrators nationally and conducting 60 site visits as an ACE Fellow. Findings were featured in NACUBO's *Business Officer*.
- Established new Corporate and Foundation Relations Office for university. Co-led committee to create policies and procedures for faculty manual delineating Sponsored Programs and Corporate Philanthropy.
- Secured numerous six-figure gifts to support campus-community program positions: an audiologist/faculty member and a school programs educator (art museum).
- Led merger of national nonprofit (assets included publication, archives, members).

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COMMUNITY SERVICE

BOARD MEMBER

Finance and Development
Committee, Council of Fellows,
American Council on Education
2016-Current

Board of Directors, Folk Art
Society of America, Richmond,
Virginia
2010-Current
WCQS (NPR Affiliate), Asheville,
North Carolina
2015-16

APPOINTMENT

Public Art & Cultural
Commission, City of Asheville,
North Carolina
2015-16

ARTICLES & PUBLICATIONS

HIGHER EDUCATION LEADER

Inside Higher Education
Business Officer (NACUBO)

ART CRITIC

Afterimage, University of
California Press
SPOT, Houston Center for
Photography
Fiberarts, Asheville, NC

ART HISTORIAN

Numerous award-winning,
scholarly catalogues focused on
Chinese, African, and American
art (specializing in contemporary
art and vernacular art by
underrepresented peoples).
The New Encyclopedia of
Southern Culture, University of
Mississippi

EXPERIENCE continued

Director and Assistant Professor (2000-12)

Longwood Center for the Visual Arts

- Supervised team of 10 professionals, 1000+ student and community volunteers.
- Developed operations to serve 40,000 campus and state-wide participants annually.
- Secured national accreditation by the American Alliance of Museums.
- Raised \$1-2M in annual giving; numerous five-, six-, and seven-figure gifts/grants from individuals, corporations, foundations, municipalities, and government agencies; managed personal portfolio of 50 high-profile donors; secured outright, gifts in kind, real property, and planned gifts; developed awarding winning stewardship and communications program; created signature fund-raising event.
- Curated more than a hundred of award-winning, scholarly exhibitions featuring nationally recognized artists and collections representing American, Chinese, and African art traditions.
- Created signature programs: Art on Campus (1000 works from the permanent collection installed in academic and administrative buildings), Have Art Will Travel (PK-12 schools in 13 counties), and Youth Art Month Exhibition (largest in nation).
- Collaborated with faculty on numerous cross-disciplinary initiatives such as art and science (scientific illustration), art and business (the creative class), art and anthropology (saving/recovering cultural artifacts during war times).
- Oversaw real property acquisition, capital projects and renovations.
- Managed Advisory Board of 21+ executives, academicians, collectors, and community leaders; this board achieved highest giving levels of all board on campus.
- Developed numerous policies and procedures, emergency plans, and COOP.

DIRECTOR AND LECTURER

Saint Mary's College | 1993-2000

- Curated 6-8 exhibitions (and associated programs) featuring nationally-known contemporary artists focused on current issues of political, environmental, social, and cultural relevance.
- Taught professional practices, art appreciation and studio art.
- Developed campus-campus wide multi-disciplinary first-year experience program focused on place and environment.
- Directed art department's summer program, hired faculty, and developed curricula.

PROFESSIONAL STUDIO ARTIST

Independent | 1989 - Current

- Exhibited works nationally in more than 80 solo and juried group exhibitions at recognized university, non-profit, and commercial galleries.
- Focused on sexual politics, identity, and social justice.
- Works featured in more than 50 national publications including peer-reviewed literary and art magazines, newspapers, and journals.
- www.kjohnsonbowlesart.com

VOLUNTEER

Fernwood Botanical Garden, Niles, Michigan; Armand Bayou Nature Center, Houston, Texas; The Dawes Arboretum, Newark, Ohio | 1989 - 2000

- Specialized in fundraising, data management, and marketing and communications.

*Detailed curriculum vitae available upon request. Also see: www.kathyjohnsonbowles.com