

Jon Hirst

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Career Summary

As an executive, I have seen the impact that comes at the intersection of innovation, ideation and integration. I have spent my career working in non-profit and business settings designing solutions that create this very tangible impact. I am seeking a role on a dynamic and interdependent leadership team where I can learn serve a worthy cause, learn through teamwork, and utilize my skills.

Positions Held

2005—Present, Co-owner

Generous Mind LLC - a content think tank

- Launched a next-generation service organization delivering value through organizational development consulting, cause marketing, branding, communications, and product development.
- Developed a one-year mentoring program with a mix of live, video and online learning for thought leaders desiring to develop their cause, content, and community.
- Edited a book on innovation and provided thought leadership on innovation in non-profits through speaking, blogging, and consulting.

2012—2017, President/CEO

GMI (Global Mapping International) - a boutique research firm

- Provided leadership in a turnaround situation with new vision, strategy, and program design.
- Designed and implemented a new cause for the organization—Knowledge Stewardship.
- Consistently generated over \$500,000 in donations and \$200,000 in product/service revenue.
- Designed multiple service and product business models and strategies for sustainable revenue.
- Launched a new offering to provide non-profits with program evaluation services.
- Served as publisher for over 20 new product launches.
- Provided thought leadership related to global data and research in the faith-based community through regular speaking, writing, and consulting efforts.
- Innovated with the first missions infographic service—www.missiographics.com.

2011—2012, Marketing Manager

Olive Technology - a technology outsourcing company

- Championed the development of a cross-cultural Customer Experience Program.
- Facilitated a solid relationship between the client and offshore team.
- Designed and implemented a marketing strategy (PR, cause development, and social media).

2010—2011, Account Manager

NOVO Ink - a digital publishing start-up

- Launched the product development process and built a catalogue of 1000 titles.
- Developed an enhanced eBook product for *Crazy Love*, a New York Times Best Seller
- Delivered a comprehensive marketing/social media training program for authors.
- Responsible for product development standards and production projections.

2010, Social Media Co-Manager

Lausanne Congress on World Evangelization—Capetown 2010 - a global conference

- Developed the network to 30 members and over 250,000 unique monthly views in one month.
- Engaged the global Lausanne audience; synthesizing the event for tens of thousands.
- Built relationships with thought leaders and mobilized them to share what they were learning.





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2009—2010, Director

.W (Doers of the Word) - a non-profit fundraising startup

- Developed key consulting products for use in fundraising consulting.
- Coached clients as they implemented Transformational Giving (a personal development-based fundraising process) and developed intentional tools and resources to equip them in development work.
- Led the creative team providing services which included strategy development, copywriting, web development, social media implementation, and marketing plan implementation.

2005—2009, Executive Director of Strategic Communication

HCJB Global - a media and healthcare non-profit

- Provided leadership to the organization's multi-year re-branding and new donor acquisition efforts; including strategy development, project management and budget oversight.
- Developed in-depth relationships with Senior Executives, Regional Leaders and the Board of Trustees in order to provide advice and guidance on communications/programmatic issues.
- Led global communications team responsible for all branding, marketing, direct mail, internal/external communications, public relations, and communications tools.
- Supported the president in major programmatic and strategy shift affecting global operations.
- Managed the one-year global 75th Anniversary branding, products and celebrations.

2001—2005, VP of Strategic Development

DEVTECH - a startup providing technology services

- Launched a startup organization designed to empower non-profits to engage in innovation.
- Engaged a core of 8-10 clients annually in significant infrastructure, innovation, and consulting projects.
- Directed sales and partnership development for the startup.
- Worked with teams from India, Ukraine, Mexico, and Ecuador to deliver technology services.

Prior work included serving as Interactive Producer and Technology Director for One Hope from 1998 - 2001.

Education

1994-1998, Bachelor of Arts in Communications and a Minor in Sociology, Judson University

Leadership Skills

- Leadership in Partnerships.
- Coaching and Mentoring Staff.
- Ability to Lead Creative/Technical Staff.
- Decision Maker: content, program, staff, and budget.
- Management: teams as large as 20.

Communications Skills

- Writing: proposal, program, training, fundraising and creative.
- Marketing: traditional inbound/outbound and cause-oriented social media.
- Internal and External Communications along with change management experience.
- Project Management: print, web and branding.
- Program Design: design documents, strategic plans and outcome-based evaluations.



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Organizations Served

Innovation Consulting: David C. Cook, Camino Global

Tech Services: SIL International, the Forum of Bible Agencies, the Billy Graham Center, TEAM, Link Care Center, Evangelical Christian Publishing Association (ECPA), American Bible Society, The Bible League, and Baptist General Conference (now Converge).

Branding Support: Inspiracom, GMI, SIM International, HCJB Global, Link Care Center, One Hope.

Program Evaluation Services: SIM International, and JAARS.

Marketing/Social Media Services: Seed Company, Elevate Publishing, Acton Institute, Lausanne, Bibles for the World, Waterstone, In Christ Communications, and SIM International.

Research Consulting: Assemblies of God World Mission, CityTeam, ACMI, Tyndale House Foundation, Bethany International, and Langham Partnership.

Infographic Development: Frontier Fellowship, Community Bible Study, AWBE, David C Cook, Tyndale House Foundation, China Source, HonorShame.com, CMM, and World Mission.

Fundraising Consulting: Spoken Worldwide, World Gospel Mission, CRI, and With This Ring.

Select Conference Presentations (<https://www.slideshare.net/JonHirst>)

Mission Information Workers Conference: “Knowledge Stewardship”

International Wholistic Missions Conference: “Beyond the Tents”

Mission Connexion: “Our Anchor in a World Adrift: 7 Stats You Need to Know”

Evangelical Christian Publishing Association: “Thin Slicing the Global Church”

Evangelical Press Association: “Taking Inventory of Your Content and Repurposing It,” “Situational Security: A framework for security within communications,” “Innovation in Communications,” and “Creating Content Ecosystems.” “Communicating in an Infographic World,” “Making Infographics a Reality.”

Littworld (Nairobi, Kenya): “Digital Tools for Marketing Your Idea.”

Littworld (Singapore): “Making your Message Stick in an Infographic World”

Missio Nexus Personnel Conf.: “Creating a Learning Strategy for Global Ministry.”

Publications (<https://www.amazon.com/Jon-Hirst/e/B01JUYIUGW>)

- Authored or co-authored articles published in Lausanne World Pulse Magazine, National Religious Broadcaster’s magazine, Momentum Magazine, and multiple guest blog posts.
- Authored *The Calling of the Knowledge Steward* (published by GMI Books).
- Co-authored *Our Anchor in a World Adrift* with Marlene Legaspi-Munar (GMI Books).
- Co-edited *Innovation in Mission* with Rev. Jim Reapsome (IVP).
- Co-authored *Through the River: Understanding your assumptions about truth*, with Mindy Hirst and Dr. Paul Hiebert (IVP).

Cross-cultural Skills

- Experience in training organizations to collaborate cross-culturally.
- Traveled and worked in Asia, Africa, Europe, North America, South America, and the CIS.
- Experience launching technology solutions to support multiple cultures.
- Presented to large and small audiences on almost every continent.
- Skilled in leading complex initiatives cross-culturally that include events, research projects, technology rollouts, branding initiatives, change management, strategic planning, program design and program implementation.
- Ability to build cross-cultural partnerships spanning complex geopolitical, cultural and relational dynamics.