

Brenda Adelson

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Objective

Management position in an international nonprofit organization promoting social justice and human welfare. My professional talent for crafting creative solutions, facilitating teams and nurturing relationships will contribute to successful achievement of the organization's mission.

Profile

Brenda Adelson brings her expertise in financial and strategic analysis to support nonprofit organizations. With an MBA in international management, experience in nonprofit strategic consulting and international development, and a background in graphic design and anthropology, she offers a fresh perspective to business challenges.

Areas of Expertise

- Exceptional communication and presentation skills
- Project management experience
- Flexible and adaptable
- Work experience in sub-Saharan Africa
- Entrepreneurial style and professional maturity
- Effective teamwork and facilitation skills
- Personal integrity and strong work ethic
- Conversant in French

Professional Experience

ORGANIZATIONAL DESIGN & DEVELOPMENT ASSOCIATES (MAR 2010 – PRESENT)

Boutique consulting firm providing organizational development services to clients in public, private and nonprofit sectors, with particular expertise in education and healthcare.

Associate

- As part of an inclusive strategic planning process, led writing committee to successful completion of new long range plan for major regional museum.
- Financial analysis conducted for nonprofit professional association resulted in changes to billing practices, improved cash flow and release of members' equity from operating cash.
- Client project team member participating in project management, client communications, research, analysis and project reports.

Marketing Director

- Marketing plan written and implemented in 2010, with focus on positioning principal consultant as thought leader in organizational development.
- Social media marketing campaign initiated in 2010.
- Began focused marketing efforts on conferences and other speaking engagements in 2011.

THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT (2009-2010)

Finance Research Assistant

- Published business case, co-authored with Professor Michael Moffett, Ph.D., "Nine Dragons Paper – 2009," in international finance textbook and as part of the Thunderbird Case Series.

MBA ENTERPRISE CORPS (2008-2009)

Business Adviser to the Global Sustainable Tourism Alliance/Mali

- Tools for micro and small business management customized to enable entrepreneurs in remote rural tourist region to improve their business practices.
- One-on-one consulting provided to individuals and groups (women's cooperatives, tour guides, etc.) in local ecotourism industry to address specific business challenges.
- Assisted with development and planning of local tourism center (opened September 2010) to provide central location for tourists and tourism providers, improving communication and service.
- Assisted with design and delivery of hospitality training to local hotel owners: 110 participants over two weeks.
- Introduced potential investors to opportunities in Dogon Country via a business environment analysis report. Collected data from primary and secondary sources, analyzed survey data, and prepared report of baseline data to define tourism industry in the region.
- Travel philanthropy strategy developed in coordination with local NGOs to match donors to support local development projects.

Brenda Adelson

NOVAK DESIGN STUDIO (1993-2003)

Graphic design studio (sole proprietorship), Durango, Colorado

Owner & Creative Director

- Designed corporate identity for Symmetricom, Inc., a \$390m telecommunications network synchronization firm.
- Redesigned Dove® website for Unilever Corp; directed programmers and junior designers. New design continuously in use by client for three years following launch.
- Committed to community service. Initiated development of free online community calendar: contracted software development, designed interface and partnered with community organizations.

Education

THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT – Glendale, AZ

MBA, International Management, 2008 GPA: 3.85/4.0

- Honors: Incoming Student Merit Scholarship, USS Scholarship
- Leadership EDGE (leadership development program)
- Spring and Summer 2007 overseas study in Czech Republic, Hungary, Slovenia.
- Global Leadership teaching assistant, Summer & Fall 2007.

UNIVERSITY OF UTAH – Salt Lake City, UT

BS, Anthropology, 2006 GPA: 3.9/4.0

- Graduated with honors

Publications

“Mini-Case: Nine Dragons Paper.” *International Business*, 8th edition. Wiley Publishing, 2011.

“Nine Dragons Paper – 2009.” *Thunderbird Case Series*, Thunderbird School of Global Management, 2010.

Community Service

Recipient, The President’s Volunteer Service Award (2009).

Volunteer, ThunderCares; Glendale, Arizona (2007-2008).

Founding board member, Durango Film Society; Durango, Colorado (1998-1999).

Co-founder, HotSpotDurango.com, a free online community calendar (1998).

Board member, Durango Society of Cultural and Performing Arts; Durango, Colorado (1997-1998).

Volunteer, Habitat for Humanity; Durango, Colorado (1997-1999).

Graphic Artist (pro bono), Durango Arts Center; Durango, Colorado (1997-1999).

Additional Information

LinkedIn profile: <http://www.linkedin.com/in/brendaadelson>

Personal website: <http://www.brendapie.org>

Language proficiency: conversant in French.

Professional memberships: Net Impact; National Association of Women MBAs, Toastmasters International.

Excavator, Chez Pinaud archaeological excavation, Max Planck Institute, Jonzac, France, July 2006.

Active outdoorswoman, art aficionado and avid knitter.