

Lon L. Swartzentruber

2203 Elliott, SE
Grand Rapids, MI 49506

Phone: (616) 516-9870
Email: lonswartz@earthlink.net

Education

George Mason University, **MBA**, Fairfax, VA; May 1995
Goshen College, **BA in Business Administration**, Goshen, IN; May 1988

Professional Experience

SENIOR CONSULTANT (2012-present)

Design Group International, Kohler, WI

- Created quality consulting relationships, providing clients with insights into visionary strategic planning, transformational capital campaigns, effective advancement practices, successful staff development and training opportunities, and executive leadership development.
- Trained and coached multiple nonprofit organizations' boards on their role in fundraising, governance, strategic planning, and major donor cultivation.
- Coached clients by listening to their needs, sharing expertise, and helping them achieve their desired outcomes.

MANAGING DIRECTOR

Norris, Perné & French, Grand Rapids, MI (2015 - 2016)

- Developed and guided the partners and staff through a successful strategic planning process that will rearticulate the firm's mission, cast a bold vision for the future, and position the firm to thrive in an increasingly competitive market.
- Coached the partners and staff to develop, articulate, and implement strategies and tactics that will achieve the major goals outlined in the strategic plan.
- Initiated new business development opportunities that secured new client relationships, strengthened existing client relationships, and further enhanced the firm's business development systems.
- Repositioned the internal and external marketing and communication systems in order to help clients and potential clients better understand the firm's approach to investment counsel.

CHIEF ADVANCEMENT OFFICER

Grand Rapids Christian Schools, Grand Rapids, MI (2005-2014)

Leadership and Strategic Planning

- Serve as a member of the Schools' senior leadership team and as lead staff in support of the Board of Trustees' nine-member advancement committee and the Grand Rapids Christian Schools Foundation's Board of Directors.
- Led a strategic planning initiative team that engaged parents, alumni, donors, and friends in developing long-range strategies to position the Schools to be worthy of choice in today's educational environment.
- Served as lead staff on Schools' strategic planning committee that worked alongside the Superintendent and consultant to write, prioritize, and organize, for Board of Trustee approval, the current five-year strategic plan.
- Experienced in successfully hiring, training, and coaching professional staff in order to achieve the Schools' financial, relational, and communications goals.
- Provide leadership to a five-member advancement team comprised of professionals in fundraising, marketing and communications, alumni relations, database management, and administrative support.
- Responsible for oversight of all advancement activities including annual, capital, and endowment fundraising; leadership and major gift solicitation; estate planning; grant proposals; alumni relations; special events; and constituency communication.

Fundraising, Capital Campaigns, and Endowment

- Developed and successfully implemented three eight-figure comprehensive capital campaigns (each successfully completed at \$25 million, \$31 million, and \$45 million.)
- Assisted in and personally secured six-, seven-, and eight-figure leadership gift commitments, positioning the Superintendent and Board of Trustees to succeed in advancing the Schools' mission and completing multiple strategic plans.
- Secured and assisted in securing nearly \$15 million in new endowment and planned gift commitments, significantly strengthening the Schools' financial foundation.
- Initiated new donor relationships and reengaged past donors in support of the Board of Trustees' vision for significant organizational change and restructuring.
- Initiated the Schools' bequest society and planned giving program, increasing the number of bequest commitments from 182 in 2005 to over 300 by 2013.
- Initiated BlueBlack, a social giving program that connects young alumni and parents to the needs of Grand Rapids Christian Schools.

DONOR RELATIONS DIRECTOR (1998-2004)

Grand Rapids Community Foundation, Grand Rapids, MI

- Strengthened and advanced donor relationships with individuals who established donor-advised, scholarship, agency endowment, and geographic affiliate funds.
- Created new opportunities for donors to experience the tangible benefits and results of the Foundation's philanthropy.
- Collaborated with other members of the development team to assist donors with bequest commitments, gift annuities, and charitable remainder trusts.
- Created, implemented, and managed the Corporate Charitable Fund program, resulting in new outreach efforts, new five- and six-figure gifts, and increased donor and prospective donor interest in the Foundation's philanthropic efforts.
- Developed and implemented Social Venture Philanthropy, a new giving program to connect young entrepreneurs and executives to needs in the community.

VICE PRESIDENT OF OPERATIONS (1997-1998), DIRECTOR OF OPERATIONS (1995-1997)

Pathfinder Resources, Inc. Grand Rapids, MI

- Responsible for all operational management, budgeting, and fiscal oversight of a \$3.5 million budget, including financial statement production and analysis, revenue billings, and supervision of five staff members.
- Worked with a five-member leadership team to effectively implement and manage all Board of Trustee-level strategic planning.
- Designed and implemented the organization's financial management system to provide the Board of Trustees, Executive Director, and senior leadership with key information needed to manage all agency operations.

PROFESSIONAL ACCOUNTANT (1992-1995)

D.C. Habitat for Humanity, Washington D.C.

- Organized the financial reporting system in order to give the Executive Director and Board of Trustees the information necessary for sound organizational decision-making.
- Worked with senior leadership to develop and implement a strategic plan to propel the organization forward.

STAFF ACCOUNTANT (1988-1993)

For Love of Children, Washington D.C.

- Organized payroll, accounts payable, and accounts receivable, providing leadership with the information needed to create financial statements.
- Responsible for Federal and State fee-for-service contract billings and reconciliation providing regular reporting and analysis for contract oversight.

Professional Affiliations and Volunteer Activities

- Board of Trustees, Camp Roger (2016 – present)
- Member, Great Gardens Party committee, Fredrik Meijer Gardens (2015 – present)
- Chair, Building Committee, Sherman Street Christian Reformed Church, (2014 – present)
- Board member, West Michigan Planned Giving Group (2013-present)
- Chair of Campaign Committee, Church of the Servant Christian Reformed Church (2004-2006)
- Advancement Network for Community Foundations—National Conference Committee (2001, 2002, and 2005)
- President and board member, Association of Fundraising Professionals/West Michigan Chapter (2002-2004)
- President, Kiwanis Club—Grand Rapids North (2003-2004)
- Council of Michigan Foundations—Conference Committee (2000 and 2001)
- Leadership Grand Rapids, Class of 2000