

ACN Program
February 16, 2017

“Managing Your Projects and Workflow”

MODERATOR:

Jonathan Eisler, MBA, MAIOP & CPBA

Managing Director, Perspectives Organizational Consulting Group

PANEL:

Kelly Dwyer, Founder, Impact Academy

Kelly founded Impact Academy to help small and mid size social impact organizations use data to measure impact and improve programs. With 10 years of experience designing data & evaluation systems for social impact organizations and programs, she brings a unique blend of strategic, analytical and practical experience to her work. She has worked with nonprofits and government agencies of all sizes, and believes that all social impact organizations can build the capacity to collect and analyze data from the ground up.

Mary Ann Rood, Principal, M.A. Rood Company

Mary Ann Rood has a background that integrates each of the essential disciplines of marketing: branding, advertising, public relations, direct marketing, corporate communications, employee communications, consumer affairs, cause-related marketing, crisis communications, community and public affairs. As a consultant, she provides clients with brand and communications strategy, positioning, program development and the execution required to make each of these the tools a measurable success. Her nonprofit clients include: Association House of Chicago, Center on Halsted, Northalsted Business Alliance, and Property Casualty Insurers of America.

Andrew Shafer, President & Founder, SD Solutions

Andrew Shafer is the Chief Advancement Officer for the Paulist Fathers - headquartered in New York City. Prior to his current position, Andrew served as Vice President for Advancement with Aquinas College (Nashville), and held similar development positions at Purdue University and The University of Tennessee, Knoxville. He is also a consultant for non-profit organizations; consulting on executive leadership and strategy development with a goal of creating *"strategy leading to funding solutions."*