

Samuel M. Connor

www.linkedin.com/in/samuelconnor ■ <http://samuelconnor.org>

11 Greenhill Road ■ Norwalk, CT 06850
(203) 326-1422 ■ samuelmconnor@gmail.com

Chief Marketing and Development Officer

Non-Profit Organizations ■ Major Foundations ■ Philanthropic Advising

Marketing, Communications & Brand Awareness
Multimedia Marketing & Promotions
Messaging & Collateral Development

Donor Solicitation & Fund-Raising
Corporate, Foundation & Philanthropic Partnerships
Team Mentoring, Motivation & Leadership

Influential, multifaceted senior executive with a 20+ year career that is showcased by a record of achievement in moving organizations further towards their goals. Innovator and calculated risk taker with a history of success in charting new territory and empowering staff for positive ROI. Turnaround expert with in-depth understanding of how to drive marketing and fundraising goals and eliminate waste. Exhibit integrity that inspires colleagues to trust their own decisions. Career history includes positions with the Anti-Defamation League (ADL), Save the Children, Population Services International, and Private Agencies Collaborating Together (PACT).

Professional Experience

Anti-Defamation League (www.adl.org) ■ New York, NY ■ 2012 – Present

Director, Marketing & Communications

Direct high-impact marketing, fundraising, communication, and branding initiatives that further agency's mission to fight all forms of hatred in the world. Provide leverage for all three substantive program areas nationally through strategic investment in marketing and supporter engagement for Education, International Affairs, and Civil Rights divisions.

Set strategy and branding for all national and regional campaigns and materials development. Supervise departments engaged in Internet, direct response, print, production, art, and video activities. Report to agency's CEO.

Marketing / Communications Leadership & Brand Transformation

- **Transformed ADL brand in Centennial Year** (2013) by driving comprehensive re-branding effort that included modernization of marketing and communications.
- Built and launched new web platform and drove best-in-class online and fund-raising products for positive ROI.
- **Increased domain authority by 75%** and set up fully optimized platform to compete for SEO and SEM for the first time with market peer agencies (e.g., NAACP, ACLU, AJC, SPLC).
- Directed premier design, video, social media, and production efforts (750+ jobs per year) in executive national office and 28 regional offices.
- Guided staff in developing creative for ADL brands and print/online collateral materials, including annual reports, magazine editions, intelligence reports, website, and social media promotions.
- Supervised launch of global100.adl.org, a dynamic interactive website that presents the first ever global study of anti-Semitism with over 53,000 individuals polled in 101 countries.

Advocacy & Fund-Raising

- Promoted advocacy of work and fund-raising through hard mail and online innovations.
- **Raised funds of \$3.M+ annually in direct response hard mail and \$1.5M in new digital marketing online** across multiple channels. Distributed hard mail to 70,000 supporters and reached 300,000+ email addresses.

Save the Children, Inc. (www.savethechildren.org) ■ Westport, CT ■ 2008 – 2012

Philanthropic Advisor, Major Gifts / Director, Corporate Partnerships / Director, Foundations

Served in senior position in all three fund-raising business lines of the world's top independent charity for children in need. Supervised associate directors, manager, interns, and volunteers as well as external vendors and partners.

Strategic Foundations Group

- **Helped build organization's new philanthropic engagement unit to \$10M** within 2 years.
- Selected to serve as senior field person of the group based on more than 10 years of recent international programming experience. Brought discipline to prospecting and cultivating growth within the unit.

- **Achieved individual fund-raising success of \$2M per year.**
- Liaised with major foundations and major philanthropic services organizations, including Foundation Source, Arabella Advisors, and Rockefeller Advisors.

Corporate Partnerships

- Overcame significant hurdles in building new relationships with major media and entertainment businesses.
- **Opened new line of business with Warner Bros. / DC Comics to start \$20M, three-year project to raise funds for Horn of Africa Famine Relief.**
- Forged triumvirate partnership with Mercy Corp and IRC that continues to remain in place.
- Collaborated with PC Gamer Athene on matching project with DC Comics (We Can Be Heroes). **Achieved \$1M in funds raised in first 100 days** of online, multiplayer gaming in real-time.

Major Gifts

- Coordinated communications with trustees' Livelihoods Council and Global Education Advisory Board comprising successful global financial professionals and leaders in education.
- Opened new streams of business with outreach and cultivation to more than 250 wealth managers as conduits to individuals of significant wealth for planned gifts in tri-state area.
- Identified communities of wealth in the U.S. that originated in their home countries where Save the Children was giving disaster relief and recovery support.
- **Successfully secured multi-year commitments of up to \$1M** to prove and document new models of economic/educational success via lay leader councils.

Population Services International (www.psi.org) ■ Washington, DC ■ 2001 – 2007

Director, Marketing & Communications – Myanmar
Director, Communications – Malawi / Director, Operations – Malawi

Contributed to creating greater health impact in Myanmar and Malawi for non-profit organization engaged in increasing the availability and health population control products and services in low-income areas of the world. Collaborated with senior leadership team in building new consumer brands and sales/marketing strategies to drive demand, retail sales, and market share in emerging markets of Africa and Asia.

Product Launch, Multimedia Marketing & Message Development

- Instrumental in launching/selling 30 private market-leading health products representing \$5M in revenues.
- Created, motivated, and led award-winning media unit of 25 professionals delivering media in television, film, radio, print, web, and public relations.
- Led message development for donor solicitation in Myanmar.

Private Agencies Collaborating Together (www.pactworld.org) ■ Nampula / Maputo, Mozambique ■ 1998 – 2000

Chief of Party – Mozambique

Provided vision, direction and leadership for organization's civil society building program on behalf of USAID in Mozambique. Guided birth of 15 non-profit organizations in Nampula and Maputo Provinces of Mozambique and steered strategic planning for leading indigenous non-governmental organization dealing with HIV awareness.

Community Partners in Health (www.cpa-ct.org) ■ Hartford, CT ■ 1995 – 1998

Coordinator, Beyond Fear HIV Awareness Program

Founded "Beyond Fear HIV Awareness Program" (first of its kind on Connecticut), which continues to remain in place today. Worked with national publishing house to write and illustrate two nationally distributed graphic novels about prison life and perils of HIV. Won trust of correctional system administration as well as prisoner participants. Successfully raised awareness of HIV in Connecticut's prison system. Recruited and supervised dozens of volunteers.

Prior Experience: **Director, Development & Research** – VOICE POWER, INC., London, U.K.; **Director, National Center for Appropriate Technology** – UNITED STATES PEACE CORPS, Kara, Togo.

Education

Bachelor of Arts – Wesleyan University