

Samuel Connor

Samuel Connor is a multifaceted, fiscally conscious, and goal-driven senior executive with more than 20 years of experience in providing visionary, forward-thinking leadership and direction to organizations engaged in health, humanitarian, and civil rights initiatives.

Mr. Connor is a senior consultant to leading not for profit organizations, where he applies his skills and expertise to magnify marketing, communications and revenues. Through early 2015 he is in New York City as the Director of Marketing & Communications at the Anti-Defamation League, where he drives strategic investment in marketing and supporter engagement for Education, International Affairs and Civil Rights Divisions, and sets strategy and branding for all national and regional campaigns. Under his leadership, the organization has experienced a positive transformation in the image of its brand, a 75% improvement in its domain authority, and multimillion-dollar increases in annual funding over a three-year period.

Before he was hired by the Anti-Defamation League, Mr. Connor built a new philanthropic engagement unit from the ground up to \$10M in just two years at Save the Children, where he held positions as Philanthropic Advisor, Major Gifts; Director, Corporate Sponsorships; and Director, Foundations. Mr. Connor extensively liaised with major philanthropic services organizations and foundations (including the Bill and Melinda Gates Foundation) and opened new streams of business through cultivation to more than 250 wealth managers to help further the organization's goals.

Previously, Mr. Connor lived and worked in Myanmar and Malawi as Director, Marketing & Communications; Director, Communications; and Director, Operations at Population Services International (PSI), a nonprofit global health organization engaged in increasing the availability of health population control products and services in low-income areas of the world. He was instrumental in driving demand, retail sales, and market share in emerging markets of Africa and Asia by building new consumer brands and sales/marketing strategies. Also, one of his key contributions included dramatically increasing PSI's visibility through creating and leading an award-winning unit that delivered media through television, film, radio, print, web, and public relations initiatives.

Additionally, Mr. Connor served as the Chief of Party, Mozambique at Private Agencies Collaborating Together (PACT), which is a USAID implementer working to improve the lives of poor and marginalized people around the world. As part of a \$7 million civil society building program with USAID, he provided a springboard for 15 non-profit organizations in Nampula and Maputo Provinces of Mozambique.

Mr. Connor spent the three preceding years with Community Partners in Action, a nonprofit organization in Connecticut providing crucial services that promote accountability, dignity, and restoration for people affected by the criminal justice system. He founded and coordinated the organization's "Beyond Fear HIV Awareness Program," an inmate community program educating people about HIV/AIDS. This program was the first of its kind in the state, and continues to remain in place today. He also coordinated the Prison Art Program as part of promoting self-examination and self-esteem in Connecticut inmates through participation in visual arts classes, exhibitions and publications.

Prior to Community Partners in Action, Mr. Connor served as Director of Development and Research at Voice Power, Inc., in London. During his early career with the U.S. Peace Corps, he worked in Kara, Togo, as the Director of the National Center for Appropriate Technology, which helps economically disadvantaged people by providing information and access to appropriate technologies that can help improve their lives. Mr. Connor has a Bachelor of Arts from Wesleyan University.