

Robin Brand

42 Bates Street NW
Washington, D.C. 20001

(Ph) 202-352-0190
E-mail: Robin@RobinBrand.com

SUMMARY OF QUALIFICATIONS

Outstanding record of organizational leadership. Demonstrated expertise in management of personnel and budgets. Extensive public affairs and community relations experience. Proven fundraising ability with corporations, foundations and individuals. Successfully represented non-profit institutions and elected officials. Specific skills in developing strategic plans and alliances.

PROFESSIONAL EXPERIENCE

Friends of Maria Cantwell, Seattle, WA

2012

Campaign Manager

As manager of the highest-ranking statewide race in Washington state, played key role in a 60.24% victory that secured Sen. Cantwell's third term in the US Senate. Managed a staff of fifteen full-time employees and budget of over \$5 million.

- Served as point person with the Obama campaign, the coordinated campaign, statewide and federal candidate campaigns and other key campaign committees.
- Engaged in direct donor outreach to ensure that revenue goals were met.
- Oversaw a 12 day statewide GOTV bus tour involving dozens of candidates, and community leaders.

The Gay and Lesbian Victory Fund, Washington, D.C.

2010-2012

Deputy Executive Director

As second to the President, provided strategic leadership for national organization with three boards, 25 staff members, and an annual budget of \$5 million. Led development team of seven in an effort to aggressively grow revenue. Programming focused on building strategic collaborations with like-minded non-profits and associations of elected officials. Served as spokesperson at events and for media.

- Led effort to increase annual budget by 25% in 2011.
- Primary staff liaison to boards developing c4 and c3 strategic plans for 2011-2014.
- Expanded domestic and international leadership development programming.
- Utilized individual and organizational relationships to develop strategic partnerships.

Gill Action Fund, Washington D.C.

2007-2010

Chief Operating Officer

As first COO of a new political organization, led efforts to establish and maintain strong financial, administrative and legal structures. Responsible for presentations and outreach for Outgiving, a national network of political donors focused on strategic giving. Provided oversight, funding recommendations and technical support in states with collaborative efforts to pass legislation expanding protections for gays and lesbians. Communicated with Board through regular updates.

- Played key role in legislative victories in NH, VT and WI.
- Oversaw the creation of a new c4 organization, Gill Action, and a 527 organization, Outgiving.
- Provided leadership and experience to develop partnerships, programs and plans.
- Represented organization to large network of national and state allies and funding partners.

The Gay and Lesbian Victory Fund, Washington, D.C.

2003-2007

Senior Vice President, Strategy and Campaigns

Developed strategies and oversaw programs for nation's largest LGBT political action committee. Served as spokesperson at events across the country and for media. Lead fundraiser for candidate-specific gifts. Provided

individualized technical support to endorsed campaigns. Advised Board and CEO on candidate endorsements and political program development, including candidate trainings.

- Won 65% of endorsed candidate campaigns in 2004 including electing first open LGBT legislators in Idaho and North Carolina.
- Raised over \$600,000 in candidate-specific funds; broke record for organization's direct candidate contributions in 2004.
- Designed and implemented State PACs project to increase the number of state-run LGBT PACs.
- Oversaw development of first advanced training for statewide and federal candidates.
- Implemented organization's first independent expenditure campaigns.

Democratic National Committee, Washington, D.C.

2001-2003

Eastern Political Director

Counseled Party Chairman and national party leadership on electoral issues and efforts to advance the national party's public relations and political goals in the East. Served as primary liaison between the national party and elected officials, state party leadership, constituency group leaders and candidates in eleven states. Responsible for providing technical assistance to states developing strategic plans and alliances for the 2002 elections.

- Oversaw national party review of voter contact plans drafted by Eastern states.
- Advised on and oversaw disbursement of national party's financial contributions to campaigns.
- Coordinated with the office of the Party Chairman, DNC senior staff and state leadership on proactive public relations strategy.
- Served as trainer on campaign tactics for DNC Training Institute.

Senate Democratic Campaign Committee, Olympia, Washington.

2001

Executive Director

Developed all aspects of campaign strategy to expand the Democratic majority in the State Senate. Served as primary liaison between Democratic State Senators and key allies and supporters to collaborate on shared political and electoral goals.

- Launched first comprehensive candidate and issue research program.
- Focused on strengthening the fundraising efforts of the campaign committee, incumbents and candidates.

Summit Strategies, Seattle, Washington.

1999-2001

President

Founded consulting firm that worked with non-profit and political organizations on long-range strategic planning, organizational development, trainings, program development, and event management.

- Facilitated effort by the Northwest Women's Law Center to devise a five-year strategic plan.
- Designed first-ever conference for the state's largest union, Aerospace Machinists Local 751, to address the needs of its women members, who voted to hold the conference annually.
- Developed program and marketing plan for "Your Vote Counts 2000", a successful voter registration drive led by Washington State's largest county party organization.

Washington State Democratic Party, Seattle, Washington.

1998

Coordinated Campaign Director

Appointed by national and state political leadership to spearhead the get-out-the-vote effort for the congressional and legislative campaigns in Washington State - that year's state with the leading number of Democratic victories.

- Led team-oriented effort by the U.S. Senator, Governor, County Executives, Congressmen, and State Legislators to maximize benefits of coordinating shared voter contact priorities.
- Drafted and implemented a strategic plan using innovative direct mail and telemarketing programs.
- Managed a budget of \$1.2 million and 22 employees.

Washington State Democratic Party, Seattle, Washington.

1995-1998

Executive Director

In key leadership position, oversaw personnel and budgets, fundraising, public and community relations, day-to-day operations, program development and training. Served as a primary liaison to elected officials, local political leadership, constituency groups and the Democratic National Committee.

- Increased the organization's income an average of 30% each year by expanding individual and corporate donor bases.
- Managed a budget of \$1.5 million and a staff of 12.
- Led effort to modernize infrastructure with technology and information system upgrades.
- Elected twice as officer of the National Association of State Executive Directors.

Eleanor Carey for Attorney General, Baltimore, Maryland. 1994

Campaign Manager

Responsible for all aspects of campaign direction including message development, policy research and development, budget and operations, personnel, fundraising, free and paid media, field operations and scheduling. Wrote anti-crime plan and speeches for candidate.

EMILY's List, Washington, D.C. 1993-1994

Deputy Training Director

Assisted in planning and implementing a series of nationwide training schools designed to assist the campaigns of women running for federal and gubernatorial offices. Responsible for recruiting new talent for campaign staff positions. Served as editor of "Notes from EMILY" and wrote profiles of candidates.

Democratic National Committee, Washington, D.C. 1991-1993

Research Analyst

Supervised implementation and maintenance of a newly-designed database to catalogue the Administration's record on major policy issues such as trade, education, healthcare, social security, and foreign policy. Researched and wrote reports used as key resources for state and national political campaigns.

American Academy of Child and Adolescent Psychiatry, Washington, D.C. 1990-1991

Assistant to the Director of Government Affairs

Researched legislative issues and American Medical Association policy resolutions. Wrote articles for newsletters and represented the Academy at related meetings, hearings and discussion groups.

Connecticut Citizens' Action Group, Hartford, Connecticut. 1989

Trainer/Canvasser

Trained new canvassers using knowledge of consumer and environmental issues and experience in presentation and communications skills.

Massachusetts Fair Share, Boston, Massachusetts. 1985-1986

Field Manager

Coordinated and monitored fundraising and membership drive. Supervised canvassing groups ranging from four to six people.

EDUCATION

Franklin and Marshall College, Lancaster, Pennsylvania, B.A