

# Neill Coleman

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***A leader in deploying strategic grant-making, cross-sector partnerships and influence tools to drive social change and achieve impact.***

## **KEY ACHIEVEMENTS**

- **Strategic philanthropy and grant-making:** As a Vice President at The Rockefeller Foundation created - and directly managed - a \$10 million per annum portfolio of grant-making that deployed the funding of journalism, film, storytelling and campaigns to shift narratives and influence decision-makers. Key projects include: Guardian Cities, an impact fund with the Sundance Institute, a VR film that shows the results of rural electrification in India and a campaign to give shift workers greater schedule stability. As President of the Board of Stonewall Community Foundation championed the ways that a foundation can add value for grantees in addition to a grant check, including leadership development, strategic advice and connections to other donors.
- **Creating organizations.** Designed and launched 100 Resilient Cities— a \$160 million effort to support 100 cities worldwide in developing a resilience strategy and then accessing private and public sector funding for implementation. Managed the process to develop the vision and the governance and management structure for a brand new organization that is now a 75-person independent non-profit.
- **Fundraising & cross-sector collaboration.** Deployed professional experience across private, non-profit, government and philanthropy to form coalitions and access funding. Leveraged the Rockefeller Foundation brand and reputation to engage the private sector in resilience building: 100 Resilient Cities now has 70 external partners committing more than \$200 million to member cities. Used a \$3 million Rockefeller grant to a post-Superstorm Sandy recovery competition to leverage \$1 billion in US government disaster funds being deployed in a smarter and more resilient way.
- **Management and team leadership.** Built and led high-performing teams of up to 33 people with a management style as a listener, collaborator and coach. The HUD Office of Public Affairs was the highest rated office in HUD under the government-wide 2011 Employee Viewpoint Survey Best Places to Work, the office was rated 34% above the HUD average on 'leadership' and 46% above the average on 'creativity and innovation are rewarded.' At The Rockefeller Foundation, the communications team awarded 90% for manager effectiveness in the 2014 Employee Engagement Survey.
- **Board and trustee relations.** Serve as President of the Board of Stonewall Community Foundation and have served on three other non-profit boards. Helped devise strategy for 5 day Rockefeller board retreat that takes place every five years. Managed positioning of Board Chair transition from David Rockefeller Jr. to Dick Parsons; and President transition from Judith Rodin to Raj Shah.
- **Field-building.** Positioned the Rockefeller Foundation as a globally-recognized leader in the new fields of impact investing and resilience. Deployed events, media and a book to solidify a legacy on impact investing. Built a powerful thought leadership platform on resilience including *The Resilience Dividend* (a book by Foundation president Judith Rodin) and *Zilient*, an online content and networking platform.
- **Branding, messaging and communications.** At HUD, positioned a cabinet agency known for inefficiency and corruption as a source of innovative policy in the midst of a national housing crisis. At Rockefeller, developed and implemented an influence strategy that deployed the foundation's brand, reputation, knowledge, networks, and convening power to leverage millions of additional dollars for priority work, catalyze shifts in public dialogue and change public policy and business practice.

## **PROFESSIONAL & LEADERSHIP EXPERIENCE**

### **Mission Magnified (2017 -)**

#### **Principal**

Independent consultant in philanthropy and communications. Clients and projects include:

- The Rockefeller Foundation: to develop a plan and recommendations for establishing an alumni network for the foundation.
- The Conrad N. Hilton Foundation: to advise on a strategy for the foundation's 75<sup>th</sup> anniversary.
- Trinity Church Wall Street: to develop a strategy for the church's grant-making, advocacy and affordable housing investments.
- The Oak Foundation: to conduct a strategic assessment of communications grants within the foundation's human rights and immigration program.
- SDI (Slum Dwellers International): to develop a strategic communications plan.
- Edelman: to convene Bay Area foundation leaders for a conversation on trust in philanthropy.

### **The Rockefeller Foundation (2012 - 2017)**

#### **Vice President, Global Communications**

- Member of the 6-person Executive Team, setting strategy for \$4 bn foundation with 200 staff.
- Directly managed a \$10 million p.a grant-making portfolio focused on journalism, film, storytelling and campaigns. Set strategy, reviewed proposals, engaged with grantees and evaluated impact.
- Led a 16-person global communications, engagement and knowledge team in New York, Bangkok and Nairobi.
- Represented the Foundation as a speaker at conferences and events, including the Stanford Non-Profit Management Conference, Communications Network, Frank and OECD Mayors & Ministers conference. By-lined articles published in *Washington Monthly* and *Stanford Social Innovation Review*.

### **U.S. Department of Housing and Urban Development (2009 - 2012)**

#### **Chief External Affairs Officer**

- Led and managed a team of 33 people covering press, stakeholder relations, speechwriting, event planning, and internal comms. Operating budget of \$6 million.
- Served as senior communications advisor and external affairs strategist to cabinet Secretary Shaun Donovan.
- Oversaw planning for secretarial trips, speeches, interviews, congressional testimony.
- Coordinated with the White House, Treasury, Justice on message and strategy.

### **City of New York, Department of Housing Preservation and Development**

#### **Assistant Commissioner, Communications (2006 - 08); Director of Communications (2005 - 06)**

- Developed and managed an external affairs strategy for Mayor Bloomberg's 165,000 unit affordable housing plan. Established the plan as largest US municipal affordable housing plan
- Chief spokesperson for the agency and oversaw the agency's response to press inquiries
- Served as Acting Chief of Staff for 2,800 person agency while Chief of Staff was on maternity leave: managed Commissioner's office and schedule, served as liaison to City Hall, supervised research and fundraising, organized senior management meetings.

## **New York League of Conservation Voters**

### **Director of Communications (2002 - 2005)**

- Devised and implemented a communications strategy that focused on positioning NYLCV as the bipartisan and authoritative voice on the environment and politics in New York State.
- Wrote and controlled content for website: oversaw comprehensive website redesign, introducing tools for e-activism and online donations. Tripled website hits and doubled number of registered e-activists.

### **EARLIER WORK EXPERIENCE**

**CPR Worldwide, New York, NY.** Account Executive. (2001 – 2002 )

**Fenton Communications, Washington, DC.** Jnr Account Exec, Account Coordinator. (1999 - 2001)

**Ralph Neas for Congress, Bethesda, MD.** Scheduler. (1998)

**Oxford University Student Union, Oxford, UK.** Vice- President. (1996 – 1997)

### **VOLUNTEER LEADERSHIP**

#### **Stonewall Community Foundation (2014 - )**

##### **President of the Board**

- Chair the board of this LGBTQ focused foundation with an annual budget of nearly \$1 million. Stonewall provides funding, strategy and connections for community-based non-profits as well as advancing philanthropy and giving in the LGBTQ community.
- As President work closely with the full-time Executive Director and staff of four to build strategy, fundraising, communications, board recruitment and governance.
- Developed a strategy to reform management and promotion of donor advised funds
- Co-Chair of annual fundraising event in 2016 honoring Ronan Farrow and Levi Strauss & Co.
- Leveraged philanthropy network to raise \$200,000 in additional funding for Stonewall grantees.
- Honored by Microsoft LGBT employee group.

**Chair, St. Hugh's College, Oxford North America Alumni Association (2016 - )**

### **EDUCATION**

**Oxford University, UK. (1993 - 1996)**

MA with Honors in Modern History

### **GUEST LECTURER**

- Global Guest Lecturer on social innovation at School of Visual Arts
- Guest lecturer on CSR at New York University

### **CITIZENSHIP**

UK/US dual citizen.