**Sally R. Dix**

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Professional Summary

* Leader with more than 15 years of experience in management, public relations, marketing, event planning, project management, fundraising and strategic planning.
* Demonstrated ability to forge relationships with key stakeholders to achieve awareness and motivate action.
* Proven talent in creating and nurturing relationships with executives, leaders and employees of all levels across business units and geographical locations.
* History of managing major organizational change.
* Strong track record of creating and executing strategic plans on multiple platforms to internal and external stakeholders including media, employees, constituents, executives, and community-at-large.
* Exceptional written and oral communication skills for a variety of formats including project summaries, press releases, marketing collateral, educational pieces, formal and informal presentations, and online.

Experience

Executive Director (January 2014 – Present)

Bravo Greater Des Moines

* Facilitated comprehensive, community-wide strategic planning process leading to three-year focused plan.
* Leverage capacity of 34-member Board of Directors, including representatives from 16 local partner governments, to make thoughtful, transparent and accountable decisions in the best interest of Bravo and the community.
* Develop funding criteria and effectively manage the grant-making process.
* Provide fiscal and organizational leadership to maximize effectiveness and productivity.

Blue Zones Engagement Manager (April 2012 – December 2013)

Wellmark Blue Cross and Blue Shield

* Leader on a statewide innovation project to improve the well-being of all Iowans.
* Identify and maintain relationships with key internal and external stakeholders critical to project success.
* Utilize strong team building skills to solicit cooperation and action from others not under direct report to complete cross-functional projects, focusing on larger business objectives.
* Provide consistent message management, stakeholder engagement management, and image management.
* Manage all aspects of the Blue Zones Project brand .

Executive Director (April 2010 – April 2012)

Susan G. Komen for the Cure, Iowa Affiliate

* First staff member hired to lead the fight against breast cancer in the Affiliate’s 81-Iowa-County service area.
* Developed and implemented strategic staff and Board of Directors recruitment plan resulting in seven new Board members and two new full-time staff members in first year of employment.
* Managed community grant application and award process resulting in nearly $1.5 M in awards over two years.
* Built and managed $1M+ annual budget and developed workplan to manage and monitor community impact.
* Led comprehensive Community Profile assessment of the Affiliate’s 81-county service area to better understand gaps and barriers to effective screening and treatment so strategic impact priorities could be developed.
* Led planning and implementation of the Iowa Race for the Cure and produced record-breaking events in 2010 and 2011, each year drawing more than 20,000 participants and generating more than $1 million in revenue.
* Managed implementation of new website, constituent management system, and online registration and database tools to support strategic communication plan to more than 40,000 constituents.

Vice President of Communications **(March 2004 – February 2009)**

**Science Center of Iowa & Blank IMAX Dome Theater (Des Moines, Iowa)**

* Planned and executed the May 2005 launch of the new $62 million Science Center of Iowa & Blank IMAX Dome Theater. Included coordination of all events, statewide media coverage and public relations campaign.
* Leveraged media partnerships to achieve a 3:1 ratio of paid placement to in-kind promotion.
* Facilitated national media events including Dateline NBC special and Good Morning America live broadcast.
* Organized, developed, and oversaw operations for SCI’s facility rental program that hosted hundreds of events including The World Food Prize, the National Governor’s Association, and Hillary Clinton for President.
* Directly responsible for nearly $1.5 million in earned-revenue through general admissions, IMAX admissions and A-ha! Store sales, all in coordination with SCI’s mission and overall revenue objectives.
* Led and supervised the largest team on the Science Center’s staff with PT and FT employees working on special events, participant services, IMAX, facility rentals and graphic design.
* Strategized and supported fundraising priorities and initiatives for capital and annual gifts, including implementation of recognition benefits and relationship management with corporate and individual donors.
* Managed development of a new brand identity for integration into all aspects of SCI, including a name change and a cohesive rebranding campaign including signage, collateral and a new website.
* Identified, built and maintained key sponsor, partner, vendor and donor relationships.
* Led annual and long-term strategic planning efforts, including development and management of expense and revenue budgets to meet targeted objectives.
* Led annual market research efforts to ensure measurable success for SCI.
* Supervised annual media buy and television campaign production and served as SCI spokesperson.

Annual Giving Manager **(April 2002 – March 2004)**

**Science Center of Iowa (Des Moines, Iowa)**

* Developed and maintained an annual budget and generated more than $785,000 in revenue yearly.
* Supervised membership staff and managed membership program, including special events and mailings serving more than 2,500 members annually.
* Researched, wrote and facilitated grants from government, community and local organizations and businesses.
* Coordinated and implemented community volunteer-driven Annual Fundraising Event & Auction, increasing revenues over three years from less than $100,000 to more than $150,000 annually.

Special Programs Coordinator and Museum Educator (September 2000 – March 2002)

**Science Center of Iowa (Des Moines, Iowa)**

Education

University of Iowa, Iowa City, Iowa

Master of Business Administration (May 2009)

Johns Hopkins University, Baltimore, Maryland

Master of Arts (December 1998)

* Concentration: Environmental Science and Policy

Northwestern University, Evanston, Illinois

Bachelor of Arts with Honors (June 1996)

* Major: Environmental Science and Policy