**Leisha Barcus**

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**PROFESSIONAL PROFILE**

Visionary leader trusted to design and implement key initiatives that bring economic, cultural and mission-based impact and relevance to Iowa communities and the public. Effective and confident manager of ambitious projects that require cultivation of relationships and collaboration with corporate leaders, elected officials, subject-matter experts, and front-line associates. Comfortable with full responsibility in representing the organization’s vision and strategic direction. Ability to oversee and implement community engagement, public relations and marketing activities.

**PROFESSIONAL experience**

**Mercy Medical Center** Des Moines, IA

*Director, Comfort Health Center for Women*  September 2015 to Present

www.mercydesmoines.org/Comfort-Health-Center-for-Women

* Led the development and launch of a $13M, 34,000 sq. ft. medical center designed specifically for the needs of midlife women. The center follows a multi-disciplinary, comprehensive approach to women’s health care – combining traditional medical services with complementary treatments.
* Full responsibility for the design, construction oversight, programming, marketing and staffing
* Assisted in raising an additional $1.2M to ensure the project was complete at the time of opening. Led multiple community engagement activities
* Provide leadership for 20 staff, 6 full-time providers and 9 visiting providers

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

*Vice President Community Engagement*  November 2012 to September 2015

* Led SCI’s efforts to meet revenue goals for contributed and earned income. Directly responsible for generating $2.2M in revenue. Manage a budget of $825,000.
* Directed membership program including strategic participation in a tri-membership program with other leading community cultural organizations
* Directed recruitment of corporate and individual volunteers
* Provided strategic development of external relations framework
* Pursued and maintained relationships with board members, community and corporate leaders, individual philanthropists and government officials to leverage support for all SCI projects
* Provided leadership for 9-Development, Membership and Marketing staff. Mentor team members in addressing institutional challenges and opportunities, budget and expense management
* Developed and implemented annual campaign, sponsorship and grant seeking strategies to support SCI’s strategic and operating plans
* Directed marketing, communications and public relations strategies

Accomplishments include:

Membership

* Developed and implemented a strategic membership marketing plan and increased SCI memberships to over 6,700 - a three year high. On target to exceed current annual earned revenue goal of $520,000

Volunteers

* Developed and implemented a strategic volunteer recruitment plan and increased the number of volunteers by over 250% since taking over management of the program in 2013

Marketing/Communications

* Strategically realigned the marketing department resulting in $31,000 in cost savings while successfully attracting 320,000 annual participants
* Increased social media audiences (Facebook, Twitter, Instagram) by an average of 197%

Fundraising

* FY13, raised $1.23M in contributed income, a 17% increase over prior year
* FY14, raised $1.73M in contributed income, a 14% increase over budget

**Kum & Go L.C.** West Des Moines, IA

*Quality Process Improvement, Project Manager* January 2010 to November 2012

* Directed and managed multiple cross-departmental project plans for key enterprise-wide initiatives. Built cross-departmental communication and collaboration to ensure team building and on-going project success.
* Assist teams in defining projects and initiatives, developing business case documents and allocating resources
* Designed and facilitated productive and engaging meetings that provided break-through results in issue resolution, problem solving and innovation
* Developed and deployed foundational project management tools
* Designed project management training course for marketing department associates
* Motivated and engaged team members to complete projects according to time, scope and budget
* Researched the design of an enterprise-wide PMO

Project team accomplishments included:

* Development of Kum & Go’s new food service program poised to double food service sales in 5 years
* Development and optimization of Kum & Go’s 5000 square foot new store design now in 70+ stores
* Remodeled 25 stores in 4-key MSA’s to accommodate new food service program
* Development of a process to create consistent, accurate, and store specific plan-o-grams in order to increase sales in all stores

**Priority Projects** Des Moines, IA

*Owner* November 2000 to January 2010

* Worked with private and nonprofit organizations to conduct new business and product feasibility studies
* Developed marketing plans and comprehensive communications strategies
* Led the formation of new collaborative opportunities and partnerships
* Formulated fund development and sustainability strategies and successfully author grants and proposals
* Implemented special programs and projects.

Clients included: Kum and Go L.C., Community Foundation of Greater Dubuque, Greater Des Moines Partnership/Downtown Events Group, Greater Des Moines Community Foundation, Science Center of Iowa, Iowa Care Givers Association, Chinese Cultural Center of America, Metro Waste Authority, Greater Des Moines Partnership, and Salisbury House Foundation, among others.

**Community Foundation of Greater Des Moines**  Des Moines, IA

*Director of Strategic Initiatives*  January 2007 to March 2009

* Senior staff member engaged to provide cross-departmental leadership and support.
* Implemented new business development initiatives and innovative marketing strategies.
* Served as key staff advisor to the president; called upon to identify and address significant operational and managerial issues
* Authored a multi-year staffing plan.
* Managed statewide fundraising and grant making for the $8M Embrace Iowa: 2008 Iowa Disaster Fund.
* Spearheaded the development and implementation of the new Charitable Investment Partners program.
* Lead the design and delivery of a new central Iowa strategic collaboration entitled “Connecting Kids and Culture.”
* Managed the daily operations of the Bravo Greater Des Moines organization, secured funding, and coordinated the 24-member board of directors.

**Hoyt Sherman Place Foundation** Des Moines, IA

*Executive Director* November 2001-March 2005

* Senior executive responsible for all administrative operations of historic theater and art gallery including board development and management, fundraising, personnel management, marketing and public relations, facility rentals, catering, and event ticketing.
* Managed $1.2 M operating budget.
* Spearheaded a successful $5M capital campaign that included the acquisition of private gifts, public grants (federal, state, and local government), foundation grants, and corporate contributions.
* Managed the restoration of the 1400-seat historic theater and public art gallery.
* Supervisory responsibilities included 5 full-time and 4 part-time employees and nearly 100 volunteers.
* Reported to a 15-member board of directors.

**Greater Des Moines Partnership** Des Moines, IA

*Vice President Downtown Development* September 1999-November 2000

* Senior manager responsible for developing and implementing economic development tactics for Downtown Des Moines.
* Coordinated activities of a 15-member Downtown Advisory Committee.
* Communicated economic development goals and objectives to key political and business leaders.
* Partnered with the City of Des Moines senior staff on business recruitment, retention and expansion projects.

**State of Iowa** Des Moines, IA

*Manager, Economic Development Initiatives* November 1989 to September 1999

*Recycle Iowa*, *Director*,Iowa Departments of Economic Development and Natural Resources

* Creator and first Director of Recycle Iowa, Iowa’s nationally recognized economic development initiative for the state’s recycling industry.
* Designed, initiated and managed a nationally recognized study of the economic impact of recycling in Iowa.

*Public Relations Manager*, Iowa Department of Economic Development

* Responsible for providing public relations services to department divisions including development of strategic public relations plans; writing press releases and brochures; writing, developing and producing video packages; and organizing press conferences.

 *Marketing Manager*; Iowa Department of Economic Development

* Proactively promoted Iowa as a business location to CEOs throughout Canada and the U.S.
* Educated and trained local economic development professionals.

# **PROFESSIONAL & COMMUNITY ACTIVITIES**

* Nexus Women’s Executive Alliance, Member and immediate past president (2016/2017)
* Des Moines Neighbors’ Alice Rodine-Robert W. Mickle Recognition Award, April 2010
* City of Des Moines Plan and Zoning Commission Member, September 2007 to December 2009
* 2009 Distinguished Civic Leadership Award, Greater Des Moines Leadership Institute
* Greater Des Moines Leadership Institute, Transformational Leadership Class of 2002
* Greater Des Moines Leadership Institute, Class of 2000

**EDUCATION**

* Iowa Hospital Association Executive Academy Graduate – June 2017
* National Association of Convenience Stores Executive Leadership Program, Cornell University, July 2012
* Project Management: Planning, Scheduling and Control, University of Wisconsin, January – April 2012
* Creighton University, Omaha, Nebraska - BA, Psychology, 1984