

# CHRISTINA RENAUD, MBA

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## SUMMARY

- 15 years' experience leading multi-national teams to cut costs and improve performance
- Skilled in operational turn-around in remote and challenging environments
- Proven record of driving organizational growth and financial efficiency in the US and abroad

## PROFESSIONAL EXPERIENCE

### Director of Development and Marketing Plant With Purpose

San Diego, CA  
October 2015 - Present

*Plant With Purpose is a Christian nonprofit organization that reverses deforestation and poverty around the world by transforming the lives of the rural poor. My job was to transition Plant With Purpose into a period of stable financial growth. After 8 years of intermittent growth streaks, the board and leadership hired me to execute a strategy designed to create predictable and steady growth.*

- Launched 3 new fundraising hubs and managed a total of 5 active fundraising hubs nationwide
- Set strategy for both fundraising and marketing teams that achieved steady growth in overall revenue, first time donations, donor retention rates, and email signups
- Implemented a new database, performance management system, and other operational efficiency systems
- Built the infrastructure to handle faster growth as new multi-year revenue sources come online in 2018
- Managed 8 direct reports and moved 2 senior leaders and the board in a united strategic direction
- Produced print, web, and video content that connects people across cultures through storytelling

### Program Officer, Africa and Asia Plant With Purpose

East Africa and San Diego, CA  
October 2010 – October 2015

*As the Program Officer for Africa and Asia, my job was to unite partner organizations and subcontractors as members of the Plant With Purpose family. This included financial oversight, project management, and fostering a culture of innovation, which sometimes required delicate negotiations with national boards and teams.*

- Coached indigenous national teams to lower cost per family from \$179 to \$44 while improving performance
- Improved financial controls and redesigned financial management systems to administer high level grants
- Managed regional programs representing an annual budget of \$700,000 with a staff of 117 people
- Grew Africa programs from 1,769 families to 13,310 families in 5 years
- Developed performance monitoring systems to meet all performance targets within deadline
- Negotiated agreements with boards of directors of our Africa partners and resolved conflicts as needed

### Interim Manager and Chief of Party, Tanzania Plant With Purpose

Kilimanjaro, Tanzania  
January 2011 – October 2012

*I moved to Tanzania during a leadership transition to redesign financial systems, unite a fractured team, and hire a new director.*

- Built a new leadership structure, promoted and trained a new director, and recruited members for the board
- Set up a new financial management system, trained the accounting team, and improved financial controls
- Increased performance while reducing program costs by 25% and growing programs by 320%
  - Restructured the team to achieve more at a lower cost by better utilizing high skilled staff and deploying a network of local facilitators
  - Built regional hubs and fine-tuned a logistics network to reduce time and money spent on transport
- Restructured the savings and loan program to increase return on investment per member from 6.2% to 14.4%

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## **Country Business Manager, Tanzania**

Tabora, Tanzania

### **Millennium Village Project (UNDP and Columbia University)**

March 2009 – January 2010

*Millennium Village Project is a partnership between Columbia University and the UNDP. My job was to create business solutions that would sustain core programs beyond the grant funding period.*

- Directed an agriculture finance fund with 5,579 individual loans valued at \$683,000.
- Built a savings and credit union that took control over the agriculture finance fund at project completion
  - Negotiated terms with an international bank to underwrite and guide the savings and credit union
- Wrote business plans for expansion with local companies that were strategic in building critical value chains

## **Strategy and Change Management Consultant**

Grand Rapids, MI

### **Tall Turf Ministries**

Various Times between 2007 and 2010

*Tall Turf is a youth organization that provides leadership training and summer programming for at risk youth.*

- Managed operations as a turnaround agent during a leadership change
  - Maximized revenue to allowed the program to continue without staffing cuts
  - Negotiated extensions with funding partners for overdue program reports
- Designed fundraising communications for the public launch of a \$2.3 million capital campaign

## **Special Assistant to the Director and Investigations Project Manager International Justice Mission (IJM)**

Kolkata, India and Washington DC

August 2004 – May 2007

*IJM is an international human rights organization. I held multiple positions during a period of rapid growth.*

- Held multiple positions with increasing responsibility within the Investigations team
- Launched the Kolkata field office with a team of lawyers and investigators
- Crafted strategy for the new program in partnership with the Field Office Director
- Managed a \$850,000 department budget for a rapidly growing team with multiple grants across 14 countries

## **Garfield Development Corporation**

Grand Rapids, MI

### **Calvin at Burton Heights Program Coordinator**

August 2003 - September 2004

- Facilitated community development efforts in partnership with local police, schools, small businesses, health care facilities, universities, and a network of 5,000 residents
- Managed and closed-out a 3-year U.S. Housing and Urban Development project

## EDUCATION

### **Thunderbird School of Global Management**

Glendale, AZ

MBA in Global Management; Focus on entrepreneurship in emerging markets

December 2008

### **Calvin College**

Grand Rapids, MI

Bachelor of Arts in Business Communications, Minor in International Development

May 2003

## ADDITIONAL INFORMATION

**Languages:** English (Native); Spanish (Intermediate); Kiswahili (Basic)

**Other:** Experienced with various CRM databases, Quickbooks and other financial management software, and project management tools

**Hobbies:** I am on the preaching team at Mission Gathering Church, a diverse and mission oriented church. I also help lead a Bible study that reaches out to people newly discovering Christ.