

LYNN SPREADBURY

Skype: lynnspreadbury

www.travelynn.org

lynnspreadbury@gmail.com

International development consultant with expertise in global volunteering, resource development, CSR, and social enterprise. Experienced in program design and development; volunteer engagement; fundraising strategy and operations; training and development. Record of international success in corporate and non-profit sectors. Strong cross-cultural awareness with experience in global collaborations. Professional photography and communications skills. Published freelance writer. UK/US citizen. Based in Madrid. B1 level Spanish.

PROFESSIONAL EXPERIENCE

ACTIONAID INTERNATIONAL, Bangkok, Thailand **2016-2017**

(Social justice organization working to reduce poverty by helping disadvantaged people claim their rights; focused on women's empowerment, land rights, and sustainable agriculture. Operating in 45 countries, 3,000 staff and estimated \$100million annual budget.)

Head of Asia Partnerships

Led strategic development and operational management of US\$1million Asia regional fundraising hub.

- Developed 3-year fundraising strategy focused on corporate partners, private foundations and HNWI.
- Secured new 6-figure, 3 country relationship with Microsoft Philanthropies
- Expanded partnership with Levi-Strauss Foundation to include additional countries and double funding
- Developed social enterprise opportunities; sale of crafts, specialty foods and community- based tourism

SAVE THE CHILDREN, Bangkok, Thailand and Westport, CT, USA **2010-2016**

(Providing children in need with a healthy start, opportunity to learn and protection from harm across 120 countries. \$1.6 billion annual budget. 14,000 employees globally.)

Behavior Change Project Consultant Bangkok, Thailand (2013-2016)

Consulted on program development for national road safety project designed to increase student helmet use.

- Led program design and implementation, authored education materials, consulted on M&E process
- Researched current attitudes and behaviour patterns among students and parents to assess motivations and knowledge base. Methods include focus groups, interviews, questionnaires and material review.
- Chief development officer; budget development and delivery, secured USD\$300k grant
- Managed work plan, timelines and deliverables across multi-organizational coalition of partners.

Head of Volunteer and Employee Engagement Westport, CT, USA (2010-2013)

Managed development and strategic direction of \$1million employee volunteering unit to attract and retain corporate partners. Collaborated with global country offices to identify funding and capacity building needs. Implemented international portfolio of programs; proposal development, operations, budget and reporting.

- Launched agency's first employee engagement program; developed strategic framework, program portfolio, operational infrastructure and marketing platform.
- Generated 480% revenue increase in one year: \$125,884 in 2011 to \$729,962 in 2012.
- Created and managed executive fellowship program increasing awards by 180%. Cultivated relationship with GSK, established new partnerships with Pfizer, Merck, Mars and HP.
- Designed and implemented global service trip program for public and corporate participants including P&G, Reckitt Benckiser, TOMS Shoes and Wrigley. Generated over \$100,000 per annum.
- Innovated and developed customized engagement events with IKEA, HP, GSK, Pfizer, MNI Media.

AMERICAN HEART ASSOCIATION, Fairfield County, CT, USA **2007 – 2009**

(Largest US non-profit healthcare organization. Invests \$400 million annually into research, education and awareness of cardiovascular disease and stroke. 4,000 employees nationwide.)

Regional Development Director

Directed Go Red for Women program in Connecticut, including sponsorship, education, community awareness and volunteer management. Reported to Exec Dir, supervised assistant.

- Managed relations with senior executives of Merrill Lynch, KPMG, Maidenform, Mercer Health & Benefits, Stew Leonard's, Macy's, and Stamford Hospital. Increased awareness and support.
- Obtained 6 new sponsors through networking and relationship building despite economic downturn.

OPERATION HOPE, Fairfield, CT, USA **2006 – 2007**

(\$3.5mil non-profit supporting people who are homeless in Upper Fairfield County. 25 employees)

Director of Marketing & Communications

Developed and managed fundraising, community engagement, media and volunteer programs. Supervised Grant Manager, Volunteer Manager and Development Coordinator. Reported to Exec Director.

- Developed first organizational marketing and communications plan; revenue increased 17%.
- Managed four annual fundraising events; met or exceeded revenue targets by up to 67%.

DIAGEO, London, UK and Norwalk, CT, USA **2001 – 2005**

(World's largest premium drinks producer; Guinness, Johnnie Walker, Jose Cuervo, Baileys, Captain Morgan, Tanqueray, Kettle One. 22,000 employees globally, \$20 billion in annual revenue.)

Organization & Leadership Development Specialist, London, UK and Norwalk, CT, USA (2002–2005)

Supported organizational effectiveness, training and development initiatives for 10,000 global employees

- Assisted in design and facilitation of team building, new hire and new manager training programs.
- Led administration of Asian MBA recruitment program. Improved talent pipeline.
- Assisted in development and implementation of corporate university. Improved workforce culture.

Business Development Manager, London, UK (2001-2002)

Proactively managed London accounts to establish outlet needs and increase sales

- Promoted to sales trainer due to successful revenue growth and relationship building.

BRITISH RED CROSS, London, UK **2000-2001****Event Management & Fundraising Consultant (6 month contract)**

- Organized and managed high-revenue fundraising events, including emergency response galas.

ADDITIONAL EXPERIENCE

PROFESSIONAL PHOTOGRAPHER - Specializing in NGO project work and story telling

- Deep understanding of humanitarian issues and sensitivity to subjects/program beneficiaries
- Can provide written narratives with images. Portfolio available [here](#)

FREELANCE WRITER & EDITOR

- Contributing editor to Matador Network, Verge Magazine, Expat Life in Bangkok, Spice Roads
- Revise and edit documents and academic papers translated from Thai and Spanish.

GLOBAL CROSS-CULTURAL INITIATIVES CONSULTANT (Pro-Bono)

- Develop programs designed to enhance education, awareness and understanding of foreign cultures among member constituents of regional business council in Fairfield County, Connecticut.

VOLUNTEER EXPERIENCE

HABITAT FOR HUMANITY GLOBAL VILLAGE - Volunteer Team Leader

Lead two-week international volunteer builds to developing countries, including Ecuador, Chile, El Salvador, Mongolia, Dominican Republic and Guatemala.

AMERICORPS* NATIONAL CIVILIAN COMMUNITY CORPS – Asst. Team Leader/ Media Rep

Completed 1700 service hours improving regional infrastructure. Managed media relations for team.

EDUCATION & PROFESSIONAL CERTIFICATIONS

Documentary Photography – European Institute of Design (IED) - Madrid, Spain

- Masters Level Professional Certification

Spanish – LAE Language School - Madrid, Spain

- B1 fluency certification (CEFR)

BA, Psychology - State University of New York at Buffalo - Buffalo, NY, USA

- Marketing Minor
- Advertising & Public Relations Certification