

DEIRDRE E. SHEERIN

Cell: (707) 999-0404

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LEADERSHIP PROFILE

Executive and business leader with a career record of success providing transformational leadership, strategic vision and direction to grow organizations and strengthen their immediate and long-term impact. Depth and breadth of skills in organization development, strategic partnerships, program development and execution, fundraising, governance, budget formulation and management. Track record of professional board management and interaction. Collaborative and decisive leader with exceptional change management skills and proven success in startup, turnaround, and expansion environments.

Extensive experience in scaling operations, professionalizing staff, reducing costs, increasing revenue/funding, structuring processes, and building on “bright spots” to rally organizations, achieve objectives and solve problems. Cultivates strong, long-term relationships with corporate/community partners, donors, clients and colleagues. Quickly learns the terrain, taps into the right resources and brings fresh ideas and innovative thinking to the table. Engaging presenter and trusted advisor who navigates confidently across all organizational levels and functional areas. Motivator with an eye for recruiting top talent and developing teams to perform at their highest potential.

AREAS OF EXPERTISE

Organization Development	Fundraising & Development	Process / Policy Design & Improvement
Board Governance & Relations	Strategic Planning & Tactical Execution	Training & Staff Development
Talent Acquisition & Team Building	Program Design & Development	Presentations & Communication
Project Leadership	Human Resources & Employee Engagement	Relationship Management

SELECTED LEADERSHIP CONTRIBUTIONS

- Spearheaded turnaround of struggling non-profit; cleared significant budget deficit, secured involvement at all levels of the organization, built a culture of engagement, purpose, and accountability, and provided the strategic roadmap to create what is today a \$10 million agency providing services to 2 large CA counties.
- Designed and documented all operational processes, procedures, systems, policies, and programs for start-up organization providing housing and life with purpose for adults on the autism spectrum; established and managed fund development and donor relations programs and engaged the community in learning about autism.
- Increased delivery of support services by 45% and charitable income by 64% within 18 months via individuals, foundations, and sponsorships, including in-kind donations in excess of \$150K per year.

PROFESSIONAL EXPERIENCE

SWEETWATER SPECTRUM, Sonoma, CA

2011 - 2015

\$10 million start-up non-profit 501(c) 3 organization founded by parents and community leaders seeking housing security and life with purpose for adults on the autism spectrum.

Chief Executive Officer and Founding Executive Director

- Partnered with the board of directors to execute the founders' vision of actualizing a unique model of specialized community housing with support services.
- Designed and documented a replicable housing model for adults with autism and presented the model to small and large audiences at the international, national, state and local levels.
- Oversaw final phase of construction and development of all facility operations for 2.8-acre, 6-building property including a 1-acre urban farm.
- Developed, defined, documented, and implemented all policies, procedures, infrastructure systems, and strategies, including volunteer and community employment/internship programs for residents.
- Led community outreach effort, creating collaboration among government agencies, support organizations, residents, and families to create a culture of resource sharing, acceptance, enrichment, and positive relationships.
- Managed fund development, donor relations, large/small gifts, community events, and organization advancement efforts; personally secured a \$575K gift. Ensured individual, corporate and foundation contributions/grants.

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ORGANIZATION DEVELOPMENT CONSULTANT, Sonoma, CA

1996 - 2000 and 2009 - 2011

Project Manager - Advisor

- Advised businesses, non-profits, and academic institutions in a variety of areas. *Representative engagements include:*
 - Consultant on business system change process resulting in improved efficiency for a small engineering firm.
 - Project manager for college textbook media production at Pearson Education in New Jersey and California.
 - Volunteer fund development advisor for The Carr Educational Foundation/Daraja Academy in Kenya, Africa.
 - Teacher of MBA leadership course with diverse student population at Hult International Business School, SF, CA.
 - Citizen-member of infrastructure redesign support team for Community Action Partnership of Sonoma County, CA.
 - Designer of 6-session governance board training, resulting in creation of new operational plans and revitalized organizational focus at the Ananda Institute in Santa Rosa, CA and the Praxis Peace Institute in Sonoma, CA.
 - Evaluator and designer of new systems and strategic approach for Springboard Schools in San Francisco, CA; Earth Justice in Oakland, CA; a private law office in Santa Rosa, CA; and the Children's Discovery Museum in San Jose, CA.
 - Qualitative assessor for national accreditation process for Sonoma State University Mathematics Department, Rhonert Park, CA.
 - Leader of team development workshops for the Community Investment Team, United Way Bay Area in San Francisco, CA.

IMAGE FOR SUCCESS, San Rafael, CA

2007 - 2009

Non-profit organization that provides clothing to low-income adults and children transitioning to a life of self-sufficiency.

Executive Director

- Led all aspects of program improvement including, creating a profitable social enterprise, strengthening the donor base and sponsorships resulting in a 64% increase in charitable income and more than \$150K in in-kind donations per year.
- Defined yearly strategic financial and program growth objectives; consistently achieved goals.
- Served as the public face of the organization and drove PR and marketing initiatives leading to an additional \$50K+ in the 1st year and an increase in the number of clients served of 45% in 18 months.
- Supervised and trained full-time staff, as well as 50+ volunteers.
- Partnered with Dominican University MBA students to obtain Bay Area Green Business designation; tripled the square footage of the facility, completed a renter's improvement project, and rehabbed the building to expand capacity.

FAMILY LIFE CENTER, Petaluma, CA

2000 - 2005

Residential treatment center and accredited high school for at-risk adolescents.

Education / Vocational Coordinator - Wilderness Team Member - Residential Counselor

- Coordinated education programs for non-public school with 2 campuses; worked in partnership with the Sonoma County Office of Education and statewide school districts to create Individual Education Plans for students, enabling them to fulfill graduation requirements and complete high school exit exam.
- Designed, established, and led vocational and life-skill training programs that supported students and community employers to develop and maintain part-time work experience opportunities.
- Co-led multiple, 8-day wilderness and cross-country ski trips in the CA Sierras with 12 at-risk adolescents.

ZONTA SERVICES, San Jose, CA

1991 - 1996

Private, non-profit school providing education and mental health services for developmentally disabled children and adults.

Executive Director - Director of Program Services

- Led transformation of organization from \$165K budget deficit and \$1.7 million annual funding to a \$10 million agency; stabilized finances within 9 months of promotion to Executive Director, while maintaining highest quality of services.
- Oversaw operations, curriculum development, teacher supervision, and training, as well as state-provided services and funding for special education school, mental health facility, and family service center with 53 students and 60 staff.
- Increased donor base by 30% in 1st year by planning and leading targeted new fund development campaign; established new government contracts and secured new donations from individuals and corporations.

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Executive Director - Director of Program Services, Continued

- Decreased costs by negotiating favorable contracts with worker's compensation provider, property landlord, and vendors; successfully negotiated an unprecedented, significant mid-course increase in county funding.
- Strengthened employee engagement by creating an agency wide community system and team-designed agreements; conducted annual satisfaction surveys and implemented supervisor-training programs.
- Earned 9 commendations after extensive California State Department of Education school review.
- Created a new \$10 million agency through a yearlong merger process; developed vision and strategy for agency growth and involved all stakeholders in the strategic planning process.

Prior Experience:

PSYCHIATRIC SOLUTIONS, INC. (CPC HOSPITAL), Fremont, CA 1989 - 1991

Director of Education

VARIOUS PUBLIC AND PRIVATE SCHOOLS, CA / NY / MA / MO 1983 - 1989

Special Education Teacher

EDUCATION AND PROFESSIONAL DEVELOPMENT

Master of Arts, Organizational Psychology (Emphasis: Organization Development), Sonoma State University, Sonoma, CA, 2007

Master of Arts, Education (Emphasis: Special Education), New York University, New York, NY, 1985

Bachelor of Science, Education (Emphasis: Elementary/Special Education), University of Arkansas, Fayetteville, AR, 1983

Sonoma Leadership Systems: Certificate of Achievement for completion of the Leadership Challenge 2014 and 2015

Fred Pryor Seminars: Microsoft Excel - Basics & Beyond the Basics, Finance and Accounting, Dealing with Difficult People, The Essentials of HR Law, Workers' Comp, Cal/OSHA Compliance

AWARDS AND RECOGNITION

American Institute of Architects (AIA) Housing Award, Sweetwater Spectrum, 2014

Communicator Award of Distinction for Best Collateral Design, Sweetwater Spectrum, 2014

Timpany Award: Nonprofit of the Year, San Jose, CA 1994

Leukemia Lymphoma Society Team in Training Top Bay Area Fundraiser, 1994

Zeta Tau Alpha Founder's Award 1984 (scholarship)

US Department of Education Fellow, New York University 1984 (scholarship)

PROFESSIONAL ORGANIZATIONS AND BOARD ROLES

United Cerebral Palsy of the North Bay, Petaluma CA, Audit Committee Member, 2014 - Present

Deer Creek Home Owner Association, Sonoma, CA, Architectural Committee Member, 2014 - Present

Restorative Resources, Santa Rosa, CA, Board Member and Treasurer, 2009 - 2010

Deer Creek Home Owner Association, Sonoma, CA, Board Treasurer, 2005 - 2009

Fremont Adult School, Fremont, CA, Board Member, 1989 - 1991

RELEVANT VOLUNTEER WORK AND COMMUNITY INVOLVEMENT

Equity and Inclusion Task Force, Sonoma Unified School District, Sonoma, CA, 2016 - Present

FISH (Friends in Sonoma Helping), Sonoma, CA, 2016 - Present

Curriculum Advisory Committee, Sonoma Unified School District, Sonoma, CA, 2016 - Present

Stompers Professional Baseball Team, Sonoma, CA, Marketing Assistant, 2016 - Present

Sonoma Community Center, Sonoma, CA, 2011 - Present

Sonoma International Film Festival, Sonoma, CA, 2009 - Present

Junior League of Kansas City, Missouri, Former Member 1986-1989