

CINDY ROSS, Chief Operating Officer



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An innovative leader, passionate with driving and expanding the impact of Kansas City. An energetic community builder with the unique blend of strategic priorities with day-to-day program excellence, financial know-how, solid communication, and creative thinking.

KEY AREAS OF EXPERTISE AND LEADERSHIP

Achieved complicated capacity enhancing initiatives – program design, capital campaigns, facility acquisition and expansion, business systems selection & implementation, and public, private & government negotiated partnerships and contracts.

Directed planning, staffing, processes and risk awareness - maximizing effectiveness of resources, promoting growth, and meeting mission objectives, with human centered approaches.

Elevated brand awareness - networker and community convener.

Collaborated with community, civic and business leaders to identify and address community issues through advocacy and engagement.

Championed positive agency culture by exemplifying the established values, coaching to expand staff led leadership, and creating an environment of mutual trust and open communication.

JFS OF GREATER KANSAS CITY

2012 – 2024

\$7M+ non-profit multi program agency providing over 120 years of high-quality programs and services addressing the needs of individuals and families dealing with crises and the everyday challenges of life.

Chief Operating Officer / Chief Financial Officer

- C-Suite executive team professional, employing strategic planning roadmap structure to guide resource planning and use, with defined accountability, resulting in agency wide engagement for success. Collaborating with CEO, Board of Directors, program directors, and community partners, grew JFS's capacity and reach from \$2M operating budget to \$7M and staff from 32 to 70. Total individuals served in 2023, over 10,000.
- Proposed 60+ funding requests and reports a year in partnership with grant writer. Found new diversified funding.
- Trusted right hand for CEO in running the agency including CEO sabbatical and leave backup, Board of Director presentations, Board Finance Committee leadership, fundraising networking, major funder meetings, and primary spokesperson for safety and security – provided all immediate leadership and crisis communication for JFS during the 2014 Kansas Jewish Community Center shooting.
- Expanded program capacity for Missouri operations by 300% square footage in 2017. Initiative leader delivering a \$1.7M, client and staff centered facility, on time and in budget. Served as client representative - negotiating all contracts, establishing financing, managing cash flow, responsible for all design aspects, risk management, receiving property tax exemption, receiving energy efficiency incentives, and modifying policies and procedures for staff to work in and enjoy the new environment.
- Advocating for an equitable food system led to orchestrating and supervising the launch of JFS's Missouri & Kansas shopping food pantries in 2013. In continued response to the changing needs of the community, pitched and led innovative solutions including the mobile pantry. Secured funding to pilot external food lockers and shepherd donors to improve client shopping flow, new refrigeration, and remote ordering. 2,745 individuals served in 2023.

- Promoted agency stability for uninterrupted service by proposing and in 2013, using money management industry background, establishing the process, investment structure and legal requirements for the JFS Fund of the Future endowment.
- Coached and developed JFS staff, including team of 7 direct reports, by leading by example and employing a trusting, strength-based philosophy. Former supervisor of the food pantries and volunteer engagement teams. “Wonderful to work with, caring, supportive, approachable”, 360 Degree Review, 2023.
- Strategically evaluated existing client services and new opportunities, willing to adapt for emerging needs with care and sensitivity to emotional preservation.

INDEPENDENT EXECUTIVE CONSULTING

2010 – 2011

Entrepreneur

- Offered innovative and relevant expertise to small company owners and nonprofit executive directors and boards.

HALLMARK CARDS

2006 – 2009

Business Management Leader & Innovation Ambassador (working title) (2009)
Director of Finance, Corporate Strategy & Development (2006-2009)

- Supervised the analysis group of 7 professionals, revenue objective of \$57 million and responsibility for 8 business units. Developed integrated plans as a member of the Venture Leadership Team.
- Responsible for day-to-day business administration, financial planning, business intelligence and web analytics for the newly created Hallmark Digital, a center of excellence for the company dedicated to digital connecting, mobile and web ecommerce, and social media.

AMERICAN CENTURY INVESTMENT MANAGEMENT

1994 – 2006

Director of Business Management – American Century Tomorrow (2000-2006)
Asst. Director of Investment Business Management – ACIM (1999-2000)
Investment Operations Manager (1998-1999)
Corporate Analyst (1995-1998)
Senior Information Systems Auditor (1995)
Information Systems Auditor (1994-1995)

- Recruited by the Chairman of the Board to orchestrate the start-up of American Century Tomorrow, the R&D catalyst for the company. Led the day-to-day operations including supervising staff and managing prioritization of project portfolio, cultivating public relations, directing all financial matters, constructing feasibility and marketing studies, generating ideas for innovation pipeline.
- Provided operational and financial management across all ACIM's global locations. Accountable for P&L of investment division, 37 product launches and hiring, training and supervising operation managers and staff in 4 global locations.

BKD CPAs and Advisors (now known as Forvis)

1989 - 1993

Senior Consultant (1991-1993)
Financial Auditor (1989-1991)

EDUCATION

Summa cum laude

B.S.B., Computer Information Systems, Emporia State University, Emporia, KS

B.S.B., Accounting, Emporia State University, Emporia, KS

Kansas City Society of Association Executives, Association Management Training

Kauffman FastTrac NewVenture

CERTIFICATIONS

CPA (registered AICPA & KS)

CISA (Certified Information System Auditor)

ALICE Instructor

COMMUNITY and NON- PROFIT LEADERSHIP

Mill Creek Park Association Board of Directors, VP

Nonprofit Connect member

Boy Scouts of America, past Venturing Crew Advisor –

2011 Outstanding Venturing Advisor Award

Westwood Foundation Board of Directors, past Treasurer & Member

Alpha Operating Executive Kansas City Peer Group

Kansas City Women to Watch Advisory Board & Executive Peer Group

JFS volunteer driver for seniors

Family Office Association of Kansas City

Selected for membership in Chief (network of senior executive women)

"Cindy could define her role at JFS narrowly and focus internally on the business side. She does pay close attention to the business side of JFS as COO/CFO [and I admire the organization for reaching into the for profit talent pool to apply those skills in a not for profit organization] but also understands one of her jobs is community connection and outreach. I have worked with her on the board of a park association. She pays close attention to the finances of the association, lending her financial skills on a voluntary basis and being a great emissary for JFS outside its traditional community. I am also working with her to broaden JFS' reach in the community. She is a great connector and is genuinely interested in making the entire metropolitan area a better place to live and work." – David Oliver, Partner, Berkowitz Oliver LLP