

# Kirsten M. Bullock

502.645.8197 • KMBull02@louisville.edu • <https://www.linkedin.com/in/kirstenbullock>

## FORMAL EDUCATION

UNIVERSITY OF LOUISVILLE Louisville, Kentucky  
PhD Student, Entrepreneurship, 2017 – 20xx

WEBSTER UNIVERSITY Orlando, Florida Campus  
Master of Business Administration, 1999

UNIVERSITY OF CENTRAL FLORIDA, 1995 Orlando, Florida  
Bachelor of Social Work, Cum Laude  
Master of Public Administration Coursework

## SCHOLARLY DEVELOPMENT

### Theoretical Based Training

Foundations of Entrepreneurship Research, in process James O. Fiet  
Venture Capital and Topics in Entrepreneurial Finance David Dubofsy, James O. Fiet

### Methodological Based Training

Research Design/Methods, in process Manju Ahuju  
Advanced Statistics, in process Cara Cashon

## RESEARCH INTERESTS

Social Entrepreneurship  
Entrepreneurial Ecosystems  
Entrepreneurial Discovery  
Organizational Development  
Social Capital

## PROFESSIONAL ASSOCIATIONS

Academy of Management  
United States Association for Small Business and Entrepreneurship

## INDUSTRY EMPLOYMENT HISTORY

**BULLOCK CONSULTING, INC.**, Louisville, KY 2008 - 2017  
**Strategy Consultant**

Partnered with organizational leaders to define business goals and identify the most pressing issues and challenges related to revenue generation, marketing, leadership development and interpersonal communications. Analyzed industry, market and competitive trends, developed growth priorities and recommendations, conducted financial analysis, and assessed how businesses can evolve their capabilities and operations.

**Product Development.** Authored book, *Eight Simple Steps to Grow your Donor Base*, which was published in the U.S. and internationally. Developed curriculum for two home study training programs, *How to Engage a Board in Fundraising* and *Fundraising Jumpstart*; managed technical direction and promotion of programs. Directed the planning, design, editing, production and marketing of a collaborative book project, *The Essential Fundraising Handbook for Small Nonprofits*. This included coordination with seven other contributing authors.

**Curriculum Development and Training.** Created and delivered multiple online conferences to audiences of 900+ on Non-Profit topics including leadership, interpersonal communications, board development, and fundraising. Taught workshops, webinars and seminars on topics ranging from marketing to nonprofit leadership and fundraising (averaging 30 per year), including production and management of those events.

**Program Development.** Created *The Nonprofit Leaders Network*, a national network to support leaders of nonprofits which offered members access to a podcast series featuring interviews with leaders of nonprofits about issues and challenges facing their growing organizations. The podcast currently has 35 episodes and over 14,000 downloads. Created and led *The Nonprofit Academy*, a national online training portal for nonprofits. Included identifying key training topics, recruiting presenters, marketing and maintaining website. Sold in 2014.

**THE INSTITUTE FOR INTERNAL AUDITING (IIA) RESEARCH FOUNDATION**, Altamonte Springs, FL 2007 – 2008  
**Fundraising Manager**

Worked with senior staff to assess all aspects of the donor development system and created and implemented a strategy which included recruiting and training an international Development Committee, creating a staff giving program, revamping the donor recognition program and selecting and implementing a CRM to manage donor data and better plan future fundraising efforts.

Obtained buy-in and commitment of multiple departments through creation and leadership of an interdepartmental team to review current management of donor data, identify gaps and then select, integrate and deploy the new CRM.

Efforts resulted in an increase in the number of donors giving multiple gifts each year from 22 to 68 (an increase of 209%); an increase in the total numbers of donors from 323 in 2006 to 409 in 2008 and a 6% overall increase in giving during a period when overall giving in the US decreased by 5.7%.

**IMAGE TRANSFORMATIONS**, Orlando, FL 2003 –2004  
**Owner**

Consulted with clients, including an international tourist resort and banking institution, to identify departmental needs and concerns regarding how staff presented themselves. Developed interactive seminars to address those needs.

**COVENANT HOUSE FLORIDA**, Orlando, FL 2001 –2002  
**Director of Development**

Hired as statewide development director and charged with expanding development efforts throughout the state. Developed a strategic fundraising plan that included: identifying donors most likely to support Covenant House Florida in a significant way, selecting and implementing a donor CRM that would sync with the national office, providing training to the board, creating regional events to engage with donors in a personal way and implementing a personal visit strategy with high-potential donors. Developed an Advisory Council in Orlando to serve the Central Florida area by raising awareness and funding. Coordinated the first Orlando Candlelight Vigil to raise awareness of Covenant House Florida.

**COMMUNITY HEALTH CENTERS, INC.**, Orlando, FL 1999 – 2001  
**Director of Development**, 2000-2001  
**Grants Manager**, 1999

Developed systems and infrastructure to support an ongoing development effort and ensure the future viability of the fundraising department. Increased non-federal grant funds raised from \$200,000 in 1998 to \$1,378,249 in 2001. Developed and implemented comprehensive development strategies to acquire new donors and retain existing

supporters including direct mail and major gift strategies. Served on a region-wide network to address challenges related to the uninsured. Included representatives from local governments as well as private healthcare providers.

**NATIONWIDE GIFT PACKAGING, INC.**, Orlando, FL  
**Comptroller**

1996 –1998

Completed a full financial review and found their costing process hadn't accounted for the full fixed-costs of their new warehouse. Pricing was adjusted and profits increased.

**ORLANDO HEALTH FOUNDATION**, Orlando, FL  
**Grants Manager/Project Manager**

1995 –1996

Ran special projects and created and managed the grants process for a regional healthcare system. Coordinated the formation of a school-based health partnership between Orlando Health and Florida Hospital. Developed enterprise-wide stories initiative to collect 'Healing Stories' for marketing and fundraising purposes.

### COMMUNITY SERVICE

<i>Session Member</i> , St. John Presbyterian Church	2015-current
<i>Committee Member</i> , Research, Government Relations, AFP Int'l Headquarters	2011-2015
<i>Adult Education Committee</i> , Highland Presbyterian Church	2010-2011
<i>Leadership Positions</i> , AFP Greater Louisville: <i>National Philanthropy Day and Communications Chair, President-Elect, President, Past President</i>	2010-2014
<i>Survey Committee</i> , Association Foundation Group	2008-2009
<i>Volunteer</i> , Jobs Partnership of Central Florida	2007-2008
<i>Urban Missions Committee</i> , First Presbyterian Church of Central Florida	2007
<i>Communications Chair</i> , AFP Central Florida	2006-2007

### OTHER INDUSTRY TRAINING

2016	Leadership Southern Indiana
2012	Master Trainer, Association of Fundraising Professionals
2007	Beginning Auditor Tools and Techniques, The Institute of Internal Auditing
2002	Greater Orlando Leadership Foundation (GOLF) Leadership Class
2001	Leadership Orlando, Orlando Regional Chamber of Commerce