

**Alyson W. Reed**

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**CAREER SUMMARY**

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- More than 30 years of professional experience working for non-profit organizations and state agencies, with over 25 years in executive, management and supervisory positions.
- A track record of increasing responsibility and internal promotions.
- A diverse range of skills and leadership in the areas of:
  - fundraising, proposal development, and grants management (over \$3 million);
  - initiatives focused on enhancing diversity, equity and inclusion;
  - strategic planning, operations, administration, governance, and compliance;
  - financial management, budget development and fiscal accountability;
  - communications, public speaking, publishing, and media relations;
  - public policy, legislation and government relations at the state and federal levels;
  - organizing large meetings, conferences and special events;
  - membership outreach, technical assistance, grassroots organizing and support;
  - topical expertise: higher education/research, health care and science policy, civil and human rights, civic engagement, and the status of women.
- Extensive writing and editorial experience, with more than 60 publications in print.

**PROFESSIONAL POSITIONS**

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**Freelance Consultant, Hyattsville, MD (10/22 – Present)**

*Provide guidance and expert solutions for nonprofit and association clients in the areas of strategic planning, fundraising, public policy, communications, advocacy and as interim executive/management staff.*

- **Associate Consultant** affiliation with [Maryland Nonprofits](#) (11/22 – Present)
- **Selected Client List:** National Communication Assn; National Alliance on Mental Illness; Neurocritical Care Society; SmithBucklin; ABC Parenting Institute; Society of Interventional Radiology; Healing Politics

**Linguistic Society of America, Washington, DC**

*Scholarly professional association with 3500 members, 4 staff and annual budget of ~\$1 million.*

- **Executive Director and Consulting Advisor (7/08 – 09/2022)**
  - Diversified and enhanced revenue streams via new grants and partnerships, growth in membership, launch of planned giving and major donor program, and building annual conference participation.
  - Increased revenue enabling an expansion of the staff, the purchase of a larger office, the complete overhaul of the website, the launch of new publications, and priority policy victories.

**National Postdoctoral Association, Washington, DC**

*Newly-launched professional association representing the interests of postdoctoral scholars and researchers in advancing their careers and the research enterprise in the USA, with 5000 members, 3 staff and an annual budget of ~\$1.2 million at conclusion of service.*

- **Executive Director (9/03 – 6/08)**
  - Created and implemented a sustainable business plan to ensure the association's long-term viability, which included attracting a diverse mix of revenue sources from successful grants, cooperative agreements, the annual conference, membership dues, and publications.
  - Built a solid foundation for organizational development, including incorporation,

approval of charitable tax-exempt status (federal and local), negotiation for free office space and in-kind support, while collaborating on the generation of a strategic plan and other guidance materials.

**Maryland Commission for Women, Annapolis, MD**

*State government agency commission appointed by the Governor to advance the status of women, with 4 staff and an annual budget of ~\$.75 million*

▪ **Executive Director** (7/02 – 3/03)

Developed and published the first-ever comprehensive Annual Report on the State of Women in Maryland with comprehensive data and statistical indicators of socio-economic well-being.

**National Committee on Pay Equity, Washington, DC**

*Coalition of 80 organizations focused on remediating wage disparities based on gender and race/ethnicity, with 3 staff and an annual budget of \$.50 million*

▪ **Executive Director** (7/00 – 1/02)

Led first-ever strategic planning effort that resulted in a radical transformation of the organization.

**American College of Nurse-Midwives, Washington, DC**

*Professional association representing clinicians, educators and the patients they serve, with 7000 members, a staff of 20 and an annual budget of ~\$4.5 million*

▪ **Senior Policy Analyst** (1/00 – 7/00); **Policy Analyst** (1/97 - 12/99)

- Ran successful advocacy campaigns for legislation and regulations favorable to the clinical practice of midwifery in all 50 states.
- Developed numerous new member resources, including an advocacy training workshops, a newsletter, toolkits, handbooks, and related materials.

**National Kidney Foundation of the National Capital Area, Washington, DC**

*Local affiliate of voluntary health organization serving the needs of kidney patients and families, clinicians, allied professionals, educators, and researchers, with 10 staff and an annual budget of ~\$10 million.*

▪ **Assistant Vice-President/Communications** (1/96 - 12/96)

▪ **Director of Programs** (1/94 - 12/95)

Enhanced available resources for patients and those at risk, including new workshops, exhibitions, performances, printed/online materials, and direct financial assistance.

**League of Women Voters Education Fund, Washington, DC**

*Charitable arm of national membership association focused on civic engagement and a broad range of nonpartisan policy issues, with over 100K members, a staff of 75, and an annual budget of ~\$20 million.*

▪ **Project Manager** (11/90 - 12/93); **Research/Special Assistant** (7/89 - 10/90)

**WSKG-FM Public Radio, Binghamton, NY**

*Providing local news coverage for an NPR affiliate serving an 18-county listening area.*

▪ **News Reporter** (5/87 - 8/88)

**DEGREES**

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**The George Washington University, M.A., Public Policy and Women's Studies**  
**State University of New York at Binghamton, B.A., English, Phi Beta Kappa**

**DETAILED C.V. AND REFERENCES AVAILABLE UPON REQUEST**