

Kim Smoyer

◆ P.O. Box 105 ◆ Villa Grove, CO 81155 ◆ (719) 655-0104 ◆ kim@smoyerandassociates.com ◆
www.smoyerandassociates.com

EXECUTIVE PROFILE

Twenty-six years of small business management experience leveraging exceptional planning, marketing, facilitation and fund-raising skills for non-profit, business, education and government sector development. Strategy-focused with strong project management orientation and entrepreneurial innovative spirit. Energetic and comprehensive leadership style always aligned with intentional objectives.

CORE SKILLS

Specific small business management expertise includes the following:

- **Strategic Innovation Planning** – Design and conduct gap analysis, access past learning in relation to future direction, develop vision statement, goals and objectives using Innovation games and expertise.
- **Innovative Meeting Facilitation** – Use Creative Problem Solving (CPS) tools and Innovation games to design, develop and facilitate organizational meetings based on strategic topics and objectives, provide outcome analysis and action-oriented next steps.
- **Fund & Marketing Development** – Conduct past fund-raising and financial analysis, evaluate current climate, set goals and activities, and develop timeframe and details, design evaluation method, and create buy-in and ownership of staff and board.
- **Project Management** – Manage all aspects of large-scale projects and events including: project scope development, determine timeframe and available resources, manage project team, design project plan, monitor and evaluate plan, document outcomes and develop communication reporting mechanism.

EXPERIENCE

Smoyer & Associates, South Bend, IN and Villa Grove, CO

June 1991 – Present

Innovation Catalyst & Change Agent

Own and manage a small business that provides fund development, marketing and project management consulting services to non-profit organizations, government entities, educational institutions and profit-making businesses.

- Provide business and non-profit counseling and consulting services for the San Luis Valley Small Business Development Center and the West Central Small Business Development Center.
- Provide project management services for major community development projects including: ScSEED's Saguache Downtown Revitalization Project (4 yrs), Crestone Redevelopment Project (3 years), Biomass & By-Product Innovation Competition (2 yrs), Ranching Way of Life Video Project (2 yrs) and PBS Community Cinema (1 year).
- Research and write competitive grants for non-profit agencies, local government, educational institutions and other organizations.
- Provide fund-raising consultation to non-profit organizations (including direct mail, annual gifts, membership, special events and corporate and foundation proposal writing).
- Develop and present workshops on organizational strategic planning, grant writing, entrepreneurial business skills, website design, e-commerce, social networking on the Internet and NxLevelL® Entrepreneurial Trainer for the SBDC Leading Edge Course.
- Write learning histories that provide an innovative process for assessing organizational effectiveness and community development projects.
- Manage and direct major events including South Bend Memorial Hospital Board Forum (3 yrs) and Sunburst Races (5 yrs), Indiana Main Street Conference, and South Bend, IN Democratic mayoral primary and general campaigns for Mayor Steve Luecke (both successful 2000 & 2004 elections).
- Conduct feasibility, marketing, and use studies.
- Organize promotional events and develop marketing materials and campaigns.

PREVIOUS EMPLOYMENT

Workforce Development Services of Northern Indiana, South Bend, IN March 1989 – June 1991
Planner/Monitor

Wrote competitive grants and sections of unified plans; developed and managed monitoring instruments and agency contracts; monitored performance of both external and internal programs; performed reviews to verify compliance with program plans, requirements and standards; reviewed and verified invoices through double entry spreadsheets; and constructed Request for Proposals (RFP) and evaluation summaries.

Salisbury Township, Allentown, PA June 1988 - February 1989
Administrative Aide

Applied for state aid; researched and wrote reports; developed and maintained personnel and administrative policies; performed code violation investigation and enforcement; reviewed permit applications and final development plans; and developed and maintained purchasing system.

Women Incorporated, Allentown, PA May 1986 - January 1987
Assistant Director

Distribution and sales manager for the Women's Yellow Pages; scheduled and publicized all programs, workshops and seminars; facilitated stress management programs; prepared statistical data and maintained program paperwork; and supervised and evaluated workshop facilitators, volunteers and student interns.

EDUCATION

Lehigh University, Bethlehem, PA
Master of Public Administration, May 1988

Ohio Wesleyan University, Delaware, OH
Bachelor of Arts, May 1986
Majors: Politics and Government and Women's Studies
Minor: Philosophy

PROFESSIONAL EDUCATION & TRAINING

NxLevel® Instructor Certification Training, Entrepreneur Instructor, Denver, CO, June 2010
Innovation Leadership Immersion, Pfeil Innovation Center, South Bend, IN, March 2013
Certified Innovation Mentor Program (Auditor), University of Notre Dame, Whirlpool Corporation & Memorial Hospital of South Bend, 2013-2014.
Certified Innovation Facilitator, KILN: Igniting Creativity in Companies, October 2014.
Matrix Leadership Institute, Facilitator Training, January 2017.

REFERENCES

Diane Stover, Innovation Strategy Executive
(574) 360-5326
dstover@beaconhealthsystem.org

Maria Fabula, Executive Director
Community Resource Center
(303) 623-1540
fabula@crcamerica.org

◆ Additional references provided upon request ◆