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CAREER HIGHLIGHTS

- Rebuilt Parks California’s development department, including development of organization’s first development strategic plan, adaptation of development-related business rules, and more accurate reconciliations between development and finance
- Rebuilt Redondo Beach Educational Foundation’s (RBEF) Board and Staff resulting in three consecutive clean financial audits and sustainable annual revenue of \$2 million
- Increased giving to UCLA Engineering’s annual fund by 33% in first year and an additional 20% in the second year through increased marketing and stewardship efforts.
- Rebuilt and led Marymount California University’s development program, which included 2 FTEs and 4 part-time staff members.
- Created and implemented first Women in Philanthropy program for UCR’s Bourns College of Engineering.
- Served as Interim Vice President of Advancement at Otis College of Art and Design during final year of successful \$30 million comprehensive campaign, leading team of 9 FTEs; exceeded campaign goals.

WORK EXPERIENCE

March 2025 – present

Parks California

Senior Director, Development

- Rebuilt development department to best serve the needs of this growing nonprofit
- Increased year-end giving by 500% in first year (December 2024 v December 2025)
- Developed organization's first strategic plan for development department
- Implemented prospect management business rules (i.e. CRM data management and stewardship/donor relations)
- Manage departmental budget
- Manage all institutional donor relationships throughout the grant lifecycle
- Oversee work of board development committee
- Member of organizational leadership team

Redondo Beach Educational Foundation (RBEF)

May 2022 – February 2025

Executive Director

- Hired to rebuild RBEF staff and repair community relationships
- Created and manage comprehensive communication and stewardship plan for individual donors and local business partners
- Developed and create all communications materials including annual giving strategy and collateral
- Developed and create e-communication and social media campaigns
- Collaborated with corporations to create meaningful funding opportunities for support of student projects, resulting in 25% increase in local corporate support over first two years
- Oversaw all aspects of grant program, including identifying prospects, writing proposals and writing grant completion reports
- Liaised with local school board and district leadership to ensure funding needs are met and RBEF program serves the best interest of the students and families in Redondo Beach

- Managed RBEF Board, including Board development, onboarding, stewardship and committees
- Managed and steward relationships with all RBEF volunteers
- Planned and executed large-scale events, such as annual golf tournament and spring gala which net 10% of annual operating budget
- Managed staff of three, two contractors and 25 volunteers
- Oversaw all budgets and required IRS audits

UC Riverside

August 2017 – May 2022

Director of Development, Bourns College of Engineering

- Served as liaison between the departments of Materials Science and Mechanical Engineering and the development team
- Created and implemented robust annual giving strategies for the Bourns College of Engineering, including online giving and direct mail
- Secured gifts to establish three new endowed funds for the Bourns College of Engineering in the first six months on the team
- Worked with Senior Director of Corporate Relations to create corporate engagement strategies for the College
- Launched first Women in Philanthropy program for the College

Regional Director of Development, Los Angeles and Ventura Counties

- Created and implemented strategies to increase awareness by and giving from alumni in Los Angeles and Ventura Counties, including digital strategies for engaging regional prospects
- Increased overall number of alumni in the region who participate in giving programs, including both major gifts and leadership annual giving
- Partnered with Annual Giving team to create segmented strategies for new donors and regional alumni donors, including marketing for Giving Tuesday campaigns

UCLA Extension

July 2016 – January 2022

Instructor

- Develop curriculum for UCLA Extension's certificate in fundraising including course materials, learning objectives and determining measurable outcomes
- Course taught include Donor Relations, Major Gifts, Fundraising Strategy and Donors and Getting the Gift

Marymount California University

June 2015 – November 2016

Dean of Development (Chief Development Officer)

- Developed strategic, sustainable fundraising program for MCU
- Managed development staff and their activities including individual giving, planned giving, foundation and corporate relations, donor stewardship and advancement services
- Worked closely with the Board of Trustees on development initiatives
- Managed departmental budgets
- Created individual cultivation and stewardship strategies for top-tier donors
- Developed marketing campaigns for various giving opportunities

Otis College of Art & Design

December 2011 – June 2015

Director of Development/Interim Vice President of Institutional Advancement

- Expanded individual giving program, including outreach to alumni, parents and community members and solicitation of individuals within these constituencies

- Lead development team during Presidential transition, including successful completion of comprehensive campaign
- Managed all activities of the Otis Board of Governors
- Managed Institutional Advancement Committee of the Board of Trustees
- Developed and implemented a marketing strategy (print and digital) for key giving programs including planned giving opportunities, leadership annual giving and campaign giving; Create a segmentation strategy for marketing efforts to reach optimal ROI for target groups
- Directly supervised staff members, including Directors of Alumni Relations, Advancement Services and Annual Giving
- Managed departmental budgets

Make-A-Wish Foundation of Greater Los Angeles February 2011 – December 2011

Director, Major Gifts

- Created and developed a major gift program for the Greater Los Angeles Chapter
- Developed marketing and communications strategy and messaging for giving programs

Chadwick School, Palos Verdes Peninsula, CA February 2008 – February 2011

Director of Annual Giving

- Oversaw \$1.5 million annual giving program
- Managed a team of over 40 parent volunteer fundraisers and 15 student fundraisers
- Created all annual giving-related marketing campaigns
- Analyzed various direct mail pieces to determine ROI and efficiency of piece

Thurlow Associates, Lawndale, CA July 2007 – February 2008

Senior Development Consultant

- Created strategic development plans for clients to help them reach their financial goals

University of California, Los Angeles April 2003 – July 2007

Asst. Director of Development, School of Theater, Film and TV

- Identified, cultivated and solicited major gift donors at the \$50,000 level and higher

Director of Special Gifts, School of Engineering

- Built and grew Engineering Annual Giving Program; Increased annual giving dollars to School by 33% in first year and an additional 20% in second year
- Worked with leadership annual donors to increase giving to the major gift level; Closed several major gifts in the \$50,000 - \$1,000,000 range, including planned gifts
- Created and implemented strategic marketing plan for annual giving program, including both traditional and digital marketing

Donor Relations Manager

- Worked with senior management to create stewardship standards for the University
- Served as project manager on print and electronic marketing pieces for Campaign UCLA

EDUCATION

	EdD	Purdue Global University (ABD)
2013	MBA	Colorado State University
2001	Master of Arts, Theater	San Jose State University
1997	Bachelor of Arts, Theater	University of California, Los Angeles