

Tracey Wiseman Representative Projects

Early Stage Start-ups

- Served as Product Manager for Sackner Wellness LLC launch of wellness device (2016)
- Cuba Custom Travel LLC - Educational tour business (2016)
- Friendr LLC Social media business to increase nonprofits fundraising capacity (2013-15)
- Blue Sea, Inc. Frozen fish supplied to high end restaurants (2010-2012)
- Edventions LLC – dotcom era – educational technology platform, managed sales force (house and independent reps) in seven states. (1997-98)

Business Planning

- State of Indiana, Independent Living Centers –training/execution of business plans to achieve financial efficiency and launch social enterprise ventures. (2005)
- Center for Law and Social Work (2011-2016)

Strategic Planning

- Lung Transplant Foundation (North Carolina)
- Parklawn Developmental Disability Center (Chicago)
- University of Chicago Instructor for Strategic Planning (5 years)

Project Management

- Strategic restructuring large nonprofit (\$110M) to build capacity, expand services, improve efficiency, and build market share (Chicago)
- County Government Finance Study investigating local government efficiency and impact of property tax reform (Lake County/Gary, IN)
- Three-county regional initiative of government, business, and university leaders for regional economic development plan (Northwest Indiana)

Research/ Design & Analysis

- Job satisfaction with mental health, manufacturers and human services industries
- Employee classification study for county police department (Lakewood, CO)
- Epidemiological study of incidence of leukemia in Mesa County, Colorado
- Clinical data for a hospital-based pediatric program specializing in child abuse. (IL)

TRACEY FOREMAN WISEMAN

Experience Highlights: Partner2Impact LLC, 2001-17

Engaged as Project Lead for: Multi-party initiatives, early start-up support, product launch, business plans, fundraising, business development, marketing, sales, strategic planning, crisis management, leadership transition and growth strategies. Work closely with CEO's, C-suite and elected officials. Client base is early stage start-ups, universities, foundations, hospitals, wellness and digital health companies, small businesses and social purpose organizations.

Representative Projects

Strategic Planning, Business Plans and Fundraising

- Founder's coach & facilitator for Board fund development; Lung Foundation
- Diversify Revenue Portfolio Counsel, Board of Park Lawn Developmental Disability Center
- Strategic Planning Adjunct Instructor - University of Chicago (5 yrs.)
- Business Plans for Independent Living Centers/Statewide- State of IN
- Strategic Plan, Fund Development and Board Training - Center for Law and Social Work

Project Management

- Strategic partner for restructuring YMCA Metro (\$110M) to improve efficiency -Chicago
- County Government Finance Study to assess property tax impact -Lake County/Gary, IN
- Economic development consortium of government, business & university leaders Gary, IN
- Multi-party initiative to counteract high infant mortality rate in Indianapolis
- Public Info Specialist for SMCRA Abandoned Mine Lands, CO

Research Design & Analysis: Public Health & Human Services

- Formative evaluator for Foundation's Theory of Change (R. R. Donnelley)
- Crisis Management and HR assessment for Nonprofit Board of Directors
- HR studies with businesses, mental health, human services and police agencies
- Research Assistant to PI, Epidemiological study of incidence of leukemia Mesa Co, CO
- Researcher hospital-based pediatric program specializing in child abuse. Grant Hospital
- Maternal Child Health, Migrant Health Program, State Board of Health CO

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Early Stage Start-ups

- Sackner Wellness LLC, Product Launch Manager, wellness device
- Cuba Custom Travel LLC - Educational tour business
- Friendr LLC Social media business to increase nonprofits fundraising capacity

Representative Clients

Center on Halsted, YMCA of Metropolitan Chicago, University of Chicago, Park Lawn Developmental Disabilities, Center for Law and Social Work, Dana Corman Foundation, Sackner Wellness, Cuba Custom Travel, Lung Transplant Foundation, Cuba Custom Travel, National Society of Architectural Historians, Lilly Endowment, Annie E. Casey Foundation, Gaylord and Dorothy Donnelley Foundation, Indy Campaign for Healthy Babies; Center for Social Change, Life is Art/Miami, Ancilla College, Indiana University Center for Innovative Leadership, National Association of Realtors, Valparaiso University/Center on Civic Reflection

Employers

Edventions, Inc. Skokie, IL 1999 – 2001 **Midwest District Sales Manager** Sales Reps in 7 states
Illinois Institute of Technology, Office of Development, 1997-99

Director of Mies Campus - Senior Major Gifts Officer

Grant Hospital, Chicago, IL 1994-96 **Research Director**, Pediatric program

Education

Indiana University, M.P.A. Public Affairs and Research Methodology,
HHS Public Service Fellow; Indiana University, B.S. Urban Studies

Professional/Continuing Education

Certified Fundraising Executive (**CFRE**); Healthcare Information and Management Systems (HMISS); Northwestern Kellogg School of Management Nonprofit Executive Program; Interim Executive Director Training New York Support Center for Nonprofits; Conflict Resolution Training; ABCD - Asset Based Community Development; American Productivity Quality Control –Benchmarking, Metrics, Process Maps;

Conference Presenter: Axelson Center, Miami Philanthropy Reimagined, Social Ent Assoc

Volunteer Activity

Mentor for Early Career Fundraisers; Career Coach; Swim Instructor; Facilitator
Board member: Arts Council; Assoc. Fundraising Profession. Ex. Comm; Theatre Arts

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