



## Lance Leasure, co-founder of OrangeGerbera

I'm a marketing and business development veteran and seasoned nonprofit professional. I speak, write, advise and coach on a number of topics related to business development, fundraising & donor relations, strategic planning & execution, and marketing communications.

**I help businesses break the habit of random one-off tactics and practice thoughtful, systematic marketing and fundraising.**

I serve my clients in a variety of roles including Strategic Advisor, Interim Director, and Donor Relations & Communication Strategist. I've led countless successful marketing, fundraising, brand and communications efforts, and have guided numerous strategic assessment, planning and implementation processes.

### Career Summary

I began my career in the early 1990s helping clients develop marketing strategy as an account executive and regional manager at CableTime/TCA Cable, and subsequently as national sales manager with AT&T Media Services. Seeing the enormous potential of the Internet to enable connected marketing experiences, I joined Boats.com and YachtWorld.com as business development manager and site producer. Shortly thereafter I was recruited by Catalysis, a Seattle-based interactive marketing agency.

I dedicated nearly nine years to the successful positioning and transformation of Catalysis from a global logistics vendor with one primary client to a full-service interactive marketing agency with a diversified list of clients and active prospects. As managing director, I helped lead the company to successive years of increased growth and profitability and am proud to have left the company poised to continue its ascent as a leading marketing services provider.

Realizing an opportunity to align my personal values and expertise while addressing a need within the public sector for a reliable and scalable approach to sustainability, I co-founded OrangeGerbera, where I enjoy working with the many passionate and dedicated professionals who strengthen our community. Together, we're **helping grow better nonprofits!**

### Personal

I am a graduate of Texas A&M University with a bachelor's degree in business administration and an emphasis in marketing. I live with my wife and business partner in Seattle, and enjoy traveling and outdoor activities.

Detailed work history and endorsements available at [www.linkedin.com/in/lanceleasure](http://www.linkedin.com/in/lanceleasure) and upon request.



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