

Michelle Burton
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Objective: To apply my 27 years of service in the social sector to the continued transformational work of building and re-building community through leadership and organizational development, advocacy and resilience.

Education

Ph.D. Candidate, Leadership and Change Studies, Antioch University, 2014 - present
Concentration: Organizational Change and Development

M.A. Leadership and Change Studies, Antioch University, 2019

M.B.A., Brandman University, 2014
Concentration: Organizational Leadership

B.A., Pan-African Studies, California State University, Los Angeles, 2006

Graduate Fieldstone Foundation Executive Learning Group
Graduate, Southern California Emerging Women Leaders
Graduate, City Scholars Foundation Leadership Training Academy
Certificate in Nonprofit and Public Organization Marketing and Fundraising, Cal State University
Long Beach

Employment History

June 2018 – present Community Health Councils, Los Angeles

Chief Strategy Officer

Director, Social Change Institute

- Leadership and Business Development for Social Change Institute
 - Mentor nonprofit and social enterprise leaders in their development of impactful mission driven organizations and strategic goals
 - Strategic Planning and Impact Management
 - Work closely with client's board and executive leadership to design, facilitate and deploy strategic planning processes
 - Co-create evaluative tools to effectively manage metrics in real-time to capture data that measures impact related to goals
- Branding, Marketing and Community Engagement
 - Facilitate branding and marketing strategy development with key stakeholders
 - Co-create cross-marketed campaigns via social media, events, leader branding and loosely held brand management

- Fundraising and Budget Development
 - Work closely with Executive Director, development staff and board fund development committee to create and implement agency budget and fund development plan
 - Effectively and responsibly manage agency budget and resources in all areas of fund development and marketing
- Major Donor Programs
 - Produce and schedule annual major donor events including a major donor appreciation, and 2-3 major donor cultivation events
 - Maintain a portfolio of 100-125 current major donors, insuring the renewal of their annual commitments via events and personal pledges

June 2014 – present

Burton Enterprises, Positive Deviant LLC, Los Angeles

Founder

Duties:

- Leadership Development for Social Impact
 - Mentor nonprofit and social enterprise executive leaders in their development of impactful mission driven organizations and strategic goals
- Strategic Planning and Impact Management
 - Work closely with client's board and executive leadership to design, facilitate and deploy strategic planning processes
 - Co-create evaluative tools to effectively manage metrics in real-time to capture data that measures impact related to goals
- Branding, Marketing and Community Engagement
 - Facilitate branding and marketing strategy development with key stakeholders
 - Co-create cross-marketed campaigns via social media, events, leader branding and loosely held brand management

May 2008 – June 2016

AltaMed Health Services Corporation, Los Angeles

Assistant Vice President of Development

Duties:

- Strategic Planning and Budget Development
 - Work closely with VP of Development, CEO and AltaMed Foundation Chair, to create and implement budget and fund development plan
 - Effectively and responsibly manage resources in all areas of fund development and marketing
- Fundraising and Special Events
 - Raise \$1.7 million annually through special events, grants and major gifts
 - Manage Fundraising and logistics team of 7-10 staff annually
- Human Resources – Leadership Development
 - Create and implement an Emerging Leaders curriculum that fosters the development of current and future leaders within organization
 - Design quarterly Leadership Development Institutes that teach current managers how to be effective leaders
- Public Policy and Advocacy

- Collaborate with academic institutions to release and present reports related to the issue of health disparities within disadvantaged populations
- Coordinate, host and fund public policy forums for the public and business communities in collaboration with state funded foundations
- Public Relations and Social Media
 - Direct the production of all print and digital materials related to the AltaMed Foundation
 - Direct the management of all social media sites including youtube, twitter, facebook and instagram related to foundation fundraising
- Staff Management
 - Hire and manage a professional staff to implement all areas of the development and marketing plan
 - Maintain stability within the department through effective team building, and staff development

June 2005 – May 2008

AIDS Services Foundation Orange County

Director of Development

Duties:

- Strategic Planning and Budget Development
 - Work closely with Executive Director, development staff and board fund development committee to create and implement agency budget and fund development plan
 - Effectively and responsibly manage agency budget and resources in all areas of fund development and marketing
- Major Donor Programs
 - Produce and schedule annual major donor events including a major donor appreciation, and 2-3 major donor cultivation events
 - Maintain a portfolio of 100-125 current major donors, insuring the renewal of their annual commitments via events and personal pledges
- Human Resource Development
 - Create and implement programs that address the needs of current employees and attract high quality talent to the organization
- Public Policy and Advocacy
 - Work closely with Executive Director to manage the agency's involvement in advocacy efforts locally and nationally
 - Oversee the attendance of the public policy staff at AIDS Watch and AIDS Lobby Day
- Marketing and Communications
 - Direct the production of all print materials including, annual report, four quarterly newsletters, brochures, slick sheets, and event invitations
 - Plan and arrange appropriate press releases and media communications to promote education and awareness of agency services and events
- Events Management
 - Supervise and produce all aspects of Orange County AIDS Walk including logistics, marketing and walker recruitment
 - Manage all details in relationship to the annual galas, including live and silent auctions, major donor solicitations, marketing and logistics
- Staff Management

- Hire and manage a professional staff to implement all areas of the development and marketing plan
- Maintain stability within the department through effective team building, and staff development

Feb 2000 – June 2005 Girl Scout Council of Greater Long Beach

Director of Organizational Development & Public Relations

Duties:

- Strategic Planning and Budget Development
 - Work closely with Executive Director and board fund development committee to create and implement agency fund development plan and budget
- Human Resource Development
 - Create and implement programs that address the needs of current employees and attract high quality talent to the organization
- Marketing and Brand Management
 - Design, write, schedule and produce all print materials including, annual report, four quarterly newsletters, brochures, slick sheets, and event invitations
 - Oversee the strict adherence of the use of the Girl Scout Brand in all areas of the council, including use by troops and volunteers
- Communications and Crisis Management
 - Write and assure the successful publication of appropriate press releases and act as Girl Scout spokesperson with all print and broadcast media
 - Develop and implement the council crisis communication plan in accordance with Girl Scouts of the USA policies with specific emphasis on registered sex offenders, domestic violence and GLBT issues
- Staff Management
 - Hire, manage and one position
 - Manage program directors in relationship to all grant contract agreements

1997 Feb-Apr Tom Hayden for Mayor Campaign, LA

Volunteer Coordinator for City of LA

Duties:

- Recruitment and Management
 - Recruit, train and coordinate all campaign volunteers for the duration of the campaign
 - Schedule volunteer functions including phone banks, precinct walking and rallies
- Communication and Messaging
 - Liaison with Tom Hayden to discuss volunteer messaging and morale
 - Coordinate with HRC campaign staff to increase volunteer reach and impact for the benefit of the GLBT community
 - Facilitate communication between campaign offices regarding volunteer assignments and duties

1995-1996 Haight Ashbury Free Clinic, San Francisco

Assistant to Director

Duties:

- Staff Management

- Hire, train and supervise six field staff
- Coordinate daily field fundraising activities including areas to be canvassed, collecting and accounting for all monies received
- HIV/AIDS Prevention Education
 - Deliver grassroots prevention message daily through canvassing activities
 - Perform intake of clients coming for HIV tests and prep their charts

1993-1995 Peace Action, LA, San Francisco, Santa Barbara, Santa Cruz, Humboldt
Senior Field Manager

Duties:

- Office Management
 - Assist in opening and staffing temporary offices in Santa Barbara, Santa Cruz and Humboldt
 - Organize daily fundraising activities including permits, staff assignments and collecting and accounting for all monies received
- Membership Recruitment
 - Promote the mission of Peace Action and its lobbying efforts through the acquisition of new members to the campaign
 - Strategize and set goals with management team to achieve desired quota for new and returning members within targeted areas
- Campaign Management
 - Provide leadership to congressional campaigns throughout California, in support of candidates aligned with the mission of Peace Action

Relevant Presentations

Social Change Institute (2019). “A Report from the Inaugural Convening on September 10, 2019 at the Federal Reserve of San Francisco in Los Angeles of the Coalition on Economic Resiliency.” Coalition on Economic Resiliency, Los Angeles, CA

Community Health Councils, Inc. (2019). “White Paper – Finding Levers, Advancing Strategies for Resilience, A Cross-Sector Approach to Preparing for the Next Recession.” Coalition on Economic Resiliency, Los Angeles, CA

Community Health Councils, Inc. (2018). “White Paper - Fresh Perspective: Food, Equity and Community Development.” Southern California Grantmakers, Los Angeles, CA

Positive Deviant, LLC (2017). “Radical Disruptors for Good.” Presented at Radical Disruptors, The Grove, Los Angeles, CA

IKAR Refugee Support (2017). “Hosting & Resettling Refugees.” Presented at IKAR, Santa Monica, CA

Global Wellness Summit (2016). “Knowledge Workshops.” Presented at Global Wellness Summit, Tyrol, Austria

Burton, Michelle (2015). "Transformational Change." presented at Total Health Experience, Playa Dorado, Dominican Republic

AltaMed, UCLA (2015). "Women's Health, Why Latinas Matter." Report presented at the US Chamber of Commerce Small Business Summit, Washington D.C.

AltaMed, UCLA (2015). "Women's Health, Why Latinas Matter." Report presented at Policy Forum on Women's Health, Beverly Wilshire Hotel, Beverly Hills, CA

Burton, Michelle (2015). "Effective Meetings." Presented at AltaMed Leadership Development Institute, Double Tree Hilton, Norwalk, CA

Burton, Michelle (2015). "Emerging Leaders Workshop." Presented at AltaMed Obesity Department Employee Retreat, Marina Del Rey, CA

Burton, Michelle (2014). "Understanding and Managing Change." Presented at AltaMed Leadership Development Institute, Double Tree Hilton, Los Angeles, CA

Burton, Michelle (2014). "Communication and Diversity." Presented at AltaMed All-Employee Event, Long Beach Convention Center, CA

Burton, Michelle (2014). "Personal Change." Presented at AltaMed Leadership Development Institute, Double Tree Hilton, Norwalk, CA

Burton, Michelle (2014). "Transformational Change." Presented at Inglewood Baptist Church, Inglewood, CA

Burton, Michelle (2013). "Leading Change." Presented at AltaMed All-Employee Event, East Los Angeles College, Monterey Park, CA

Burton, Michelle (2013). "Transformational Change." Presented at St. Luke's Episcopal Church, Long Beach, CA

Publications, Reports and Media

Why Latinas Matter Report (2015)

AltaMed Foundation Reports (2008-2015)

AltaMed Foundation Promotional Videos (2009-2015)

In Their Own Words, Latino Contributions to the Wine Making Industry in the U.S. (2012)

AIDS Services Foundation of Orange County Annual Report (2005-2008)

AIDS Services Foundation Quarterly Newsletters (2005-2008)

Girl Scouts of Greater Long Beach Annual Report (2000-2004)

Girl Scouts of Greater Long Beach Quarterly Newsletter (2000-2004)

Volunteer History

2015 – present	Refugee Resettlement	Long Beach, California
2013 – Present	Health and Wellness Mentor	Long Beach, California
2007 – 2013	Harry Potter Youth Social Leader	Long Beach, California
2010 – 2011	Youth Group Leader	St. Luke’s Episcopal Church
2009 – 2011	Senior Warden	St. Luke’s Episcopal Church
2004 – 2008	Vestry Member	St. Luke’s Episcopal Church
2003 - 2004	PTA President	Paramount Park School
2001- 2003	Governance Board Member	YMCA of Greater Long Beach Community Development Branch
1995-1996	Rape Hotline Counselor	San Francisco Women Against Rape
1991-1992	RLA Organizer	Rebuild Los Angeles

Awards & Recognitions

Core Value Award Recognition, AltaMed Health Services Corp.
Long Beach 40 under 40 Community Activist Award Nominee
Phi Ro Pi National Tournament, Lincoln-Douglas Debate, 1st Place

REFERENCES – Available on request.