

John T. Launius

SKILLS PROFILE

- Identifying, establishing, and maintaining effective relationship networks
- Project, committee, and board management
- Lead generation outreach and marketing
- Public relations and internal-external communications
- Government relations including local/state/federal policy research, monitoring, and legislative advocacy
- Program development and implementation, community engagement, and fund development
- Grant research, writing, and administration for public and private opportunities

EMPLOYMENT HISTORY

Director, Regional Economic Development, Greater Louisville Inc.
Louisville, Kentucky

2017 – Current

- Oversee the day-to-day operations of the Greater Louisville Regional Economic Development Partnership, a 15-county bi-state initiative focused on business attraction and investment within the Louisville market.
- Leads all multi-jurisdictional projects, assisting companies and consultants with services such as site-location, operational cost due diligence, workforce and talent development, research/data inquiries, and site-visit facilitation.
 - o Current Pipeline: 63 projects; representing 9,379 jobs and \$400M investment.
- Manages lead generation activities which include in-market and out-of-market outreach to site-consultants, industry/trade associations, and direct-company targets as well as traditional marketing tactics.
 - o 2019 YTD Outreach: 132 lead generation meetings
 - o 2018 Outreach: 174 lead generation meetings
- In 2018, the partnership collectively celebrated 93 projects located representing 5,936 jobs and \$972M est. investment.
- Serve as regional economic development and chamber representative on community initiatives and policy committees.

Director of Program Development & Government Relations, Volunteers of America Mid-States 2013 – Dec. 2016
Kentucky, Tennessee, West Virginia, S. Ohio, and S. Indiana

- Facilitate new program development and manage work plans including research, environmental scan, program & evaluation design, budgeting, funding, collaborator recruitment, implementation, and program monitoring
- Develop partnerships with private, local, state, and federal entities. \$7M+ of new programming funds since FY14
- Strategy development and direct management of the grants staff, including 60+ private foundations and 30+ state, local, and federal proposal responses annually (2013 – 2015)
 - o FY15 awarded funds represented a 49% increase from FY13 and an increased award rate from 48% to 56%, largely due to the strategic investments and merging of government affairs into this role
- Lead organization-wide government affairs including strategy development, legislative advocacy, policy monitoring, business development, and relationship cultivation at local, state, and federal level
- Manage and support contracted lobbying activities in key geographies including Kentucky and Tennessee
- Represent affiliate and national organizational interests by serving on internal and external committees as well as community work groups and government led initiatives such as Rx Veteran Housing, Children Exposed to Violence Collective Impact Initiative, Veterans Community Alliance of Louisville, and the Syringe Exchange Program.

Development Associate / Development Manager, Volunteers of America Mid-States
Kentucky, Tennessee, West Virginia, S. Ohio, and S. Indiana

2009 – 2013

- Responsible for educating the general public and stakeholders about social issues and evidence-based solutions

- Identifying, cultivating, and managing individual and corporate donors through the BENEVON Fundraising Model, a mission and metrics-based community engagement and fund solicitation strategy
- Grant research, writing, and administration related to program services and organizational development
- Managed staff and daily operations of the Auto Donation Program (2010 – 2012)
- Developed and implemented the restructuring and marketing strategy of the Auto Donation Program resulting in a net revenue of over \$100,000 from a deficit the previous year and continuing to sustainably operate
- Supervised telemarketing employees and set solicitation strategies for donor prospecting and 2,800 existing donors totaling \$180,000+ in annual revenue (2011 – 2013)

Special Projects Director / Law Enforcement Torch Run Liaison, Special Olympics Kentucky 2006 – 2008
Kentucky – Statewide

- Liaison to Law Enforcement Torch Run (LETR), emergency service agencies devoted to raising funds and awareness
- Developed and managed LETR relationships across the state including fundraising, advocacy, and agency recognition
- Developed internal and external communication strategies and earned media activities associated with LETR efforts
- Managed LETR strategic plan and facilitate large-scale community engagement efforts with local, state, and federal agencies including Polar Bear Plunges, Plane-Pulls, and multi-day statewide awareness runs

Grassroots Director, Candidate for Missouri Senate 2006
Missouri – 16th State Senatorial District

- Strategy and administrative support for the 8-county district including public relations, public policy, fundraising, canvassing, event planning, coalition building, and volunteer recruitment and management
- Provided collaborative resource and strategy support to various candidates including local, state and national elections

Field Representative / Campaign Staffer, U.S. Congressional Office 2004 – 2005
Missouri – 8th U.S. Congressional District

- Community engagement and administrative support to the primary district office located in Cape Girardeau, MO
- Strategy and administrative support for the 30-county district including public relations, public policy, fundraising, canvassing, event planning, coalition building, and volunteer recruitment and management
- Provided collaborative resource and strategy support to various candidates including local, state and national elections

ACCOMPLISHMENTS & COMMUNITY INVOLVEMENT

- University of Notre Dame, Mendoza College of Business- Non-Profit Fellowship Recipient (2016 – 2019)
- Leadership Louisville Center, Bingham Fellow- City/State Collaboration (2015) / Safe & Thriving Community (2018)
- Big Brothers Big Sisters, Big Leadership Team (2011-2013) / Bowl for Kid's Sake Committee (2018)
- Business First, 20 People to Know in Economic Development (2017)
- Veterans Community Alliance of Louisville (VCAL), Co-Founder (2014)
- Mama to Mama, Board of Directors (2014 – 2017)
- The Fuller Center for Housing, Board of Directors (2013 – 2016) / Family Selection Committee Chair (2013 – 2014)
- Leadership Louisville Center, FOCUS Louisville Graduate (2012)
- SHERBY, Derby Eve Neighborhood Music Festival, Co-Founder & Organizer (2010 – Current)
- Big Brothers Big Sisters, Big Brother-Volunteer, Community Match (2006 – 2016)

EDUCATION

- University of Notre Dame, Mendoza College of Business – Executive Master of Nonprofit Administration (2019)
- Southeast Missouri State University, B.S. Political Science / Minor Criminal Justice (2005)
- BENEVON, Sustainable Funding for Non-Profits / Session: 101, 201, 301, 401, 501 (2007 – 2013)