

# Roz Lemieux

Director, Blackbaud Labs

roz@attentive.ly

---

## Summary

Currently, I am the Director of Blackbaud Labs. Previously, I was the CEO and co-founder of Attentive.ly (a Blackbaud company) and founding partner at Fission Strategy, a creative agency that has helped over 200 organizations "ignite social action for good" using the latest social, web, and mobile technology. I have served as Executive Director of the New Organizing Institute (NOI), a training institute for tech-enabled grassroots organizers. I gained experience in large-scale grassroots organizing as an early member of the MoveOn.org team after getting my start in online advocacy in 1999, serving as the Feminist Majority Foundation's web team director. I have spoken at a number of conferences about the power of technology and social media for empowering individuals and groups to make positive change in the world. I have received awards including a 2014 Stevie Award for Women in Business, a 2012 Campaigns & Elections Innovator award, the 2009 Women's Information Network "Young Women of Achievement" award and recognition from Planned Parenthood for the Feminist Majority's trailblazing online campaign in support of women and girls in Afghanistan (2003). I have served on the boards of Turing School, National Priorities Project, the Chattahoochee Hills Charter School Foundation; and as an advisor to LP2X, an Atlanta-based incubator for female-founded businesses.

---

## Experience

Director, Blackbaud Labs at Blackbaud

July 2017 - Present

GM, Product Management, Advocacy & Social at Blackbaud

July 2016 - July 2017 (1 year 1 month)

Manage the Attentively social marketing product team inside Blackbaud, Inc.

CEO at Attentive.ly

June 2012 - July 2016 (4 years 2 months)

Attentive.ly lets causes monitor the digital body language of supporters & donors across the social web to deliver realtime personalized marketing.

Attentive.ly provides:

- \* Rich Social Profiles - Social matches of your customers and leads on over 100 social networks
- \* Realtime Listening - Interactive dashboard shows trending topics, hashtags, videos, images
- \* Influencer Identification - Who is passionate about your brand... and drives others' choices

Benefits for marketers include:

- \* Market research - it's like a 24-7 customer focus group
- \* Social Marketing Automation - trigger campaigns based on social posts
- \* Influencer engagement - ID those customers who move opinion
- \* Email list segmentation - by age, gender, social network usage, Klout topics, and more

### **Partner at Fission Strategy**

June 2008 - June 2012 (4 years 1 month)

Fully or partially responsible for all aspects of Fission's business, including operations, strategy, financing, creation of company culture, human resources, hiring, firing, and public relations; as well as managing the technology team.

Helped grow the company from 2 to 20+ employees, serving over 200 of the top nonprofits in the US with social media savvy web design and online strategy. Grew from \$0 to over \$10M in sales.

### **Political/Non-Profit Technology Consultant**

September 2007 - May 2008 (9 months)

AmericaSpeaks.org

Leading development of online strategy.

Remarkd.com

Leading cause outreach for B Corp raising funds for nonprofits, in partnership with Cheryl Contee.

Alliance for Climate Protection

Developed WeCanSolveIt Facebook application (w. partner)

MomsRising.org

Acting CTO. Provide Internet strategy and technology recommendations. Completed a comprehensive technology assessment, including in-depth data mining and analysis.

Created the "Healthy Toys" mobile application which generated significant earned media, including a feature on NPR's Marketplace.

Web of Change

Lead agenda planner for a 3-day "social tech" training in Toronto, June 22-24, for 65 social change organizations on how to leverage online networks and technology to improve reach and effectiveness.

MoveOn.org Political Action

Developed a 3-day training program in "geek" organizing for 16 MoveOn Fellowship finalists, conducted in Bethesda MD. Planned and managed the event. Training sessions were conducted by MoveOn staff. Provided 4 day-long trainings in SQL and HTML to winning fellows.

### **Executive Director at New Organizing Institute**

**August 2006 - August 2007 (1 year 1 month)**

Served as the first Executive Director to the New Organizing Institute (NOI) – the premiere training institute for tech-enabled grassroots organizers. NOI grads serve in the White House, are New Media Directors of several federal agencies, lead the digital teams at a number of major national nonprofits, and played a major role in Obama's 2008 victory.

- Helped establish NOI as a leading progressive organization. Raised over \$460,000 in grants, training fees, and sponsorships (with the support of the Board and allies).
- Held 2 multi-day tech-organizing trainings in DC, attended by staff from over 120 non-profit organizations.
- Put on RootsCamp DC (2006), an open-space post election debrief attended by over 400 progressive organizers, campaign staff, bloggers, and authors – and replicated in 9 cities.
- Recruited 60 diverse outstanding progressive organizers to attend a 7-day "boot camp" then go work on campaigns and in organizations across the US (incl. Edwards, Obama, AFL-CIO, MoveOn, and others).
- Brought together progressive bloggers, funders, and civil society leaders for a weekend retreat in GA to discuss "funding the progressive netroots" at the request of the Arca Foundation.

### **Online Organizer at MoveOn.org**

**April 2004 - August 2006 (2 years 5 months)**

I was an organizer on the MoveOn.org team through the 2004 and 2006 election cycles – serving as a coordinator between their organizing and technical teams. When I joined, the team was fewer than 10, but we used technology in innovative ways to organize many record-breaking events and fundraisers -- turning out over 600,000 volunteers on Election Day in 2004.

- Core staff during 2004 and 2006 election cycles. Supported campaigns day-to-day by targeting supporters, setting up landing pages, getting outreaches out the door, providing editorial and strategy feedback, and performing data analysis.
- Trained staff in SQL and other relevant technology. Liaised between technology and campaign teams. Created specs and mock-ups for new web apps. Managed website.

- Created “super volunteer” program for highly skilled member-volunteers who provided graphic design and other pro-bono services.

#### **Political/Non-Profit Technology Consultant**

**September 2003 - April 2004 (8 months)**

Alliance for Justice

Developed website, email campaign, marketing/outreach strategy for upcoming major online issue campaign.

Barbara Anne Ferris (I-OH) for Congress

Developed campaign website with fundraising, volunteer, campaign trail calendar and other functionality.

Democrats.com

Wrote copy for email campaign targeting voting Democrats in IL for Senatorial campaign.

Dean for America (women.deanforamerica.com)

(pro-bono) Provided quick turn-around design fixes, customized moderated chat, ongoing support services.

Feminist Majority Foundation

Provide ongoing hourly support services: graphic design, website development, marketing.

Nancy Skinner (D-IL) for Senate

Email marketing – accounted directly for 57% of online fundraising in first month (click thru from email to donate).

#### **Web Team Director at Feminist Majority Foundation**

**July 1999 - July 2003 (4 years 1 month)**

I started with FMF as their "Cyberspace Representative" on the Campus Program -- and ultimately transformed their online presence into one of the most effective of any advocacy organization at the time.

- Directed Internet strategy – successfully increasing annual revenues by 400%, email list subscribers by 1,000%, actions taken by 1,600% (making FMF Capitol Advantage's most active customer in 2002), adding 2 new full time staff to the Web Team while significantly reducing monthly costs.

- Managed team responsible for development and/or maintenance of Feminist.org, FeministCampus.org, MsMagazine.com, WomenAndPolicing.org, Million4Roe.com, NeverGoBack.org, and HelpAfghanWomen.com.
- Created content management system – cutting time required for daily tasks (e.g. posting news), improving usability, content and interactivity.
- Managed vendor relationships. Provided technical support to 30 staff; trained IT support staff; created IT documentation for organization. Represented the organization at conferences and on panels. Conducted a Technology Briefing for Web Managers from 26 DC-area organizations.
- Designed Technology Center at Feminist Expo 2000 – including training sessions, guest speakers and a book signing; chaired panel, “Weaving a Feminist Web.” Designed numerous web and print marketing materials.
- Tripled the Campus Leadership Program membership in less than a year via online outreach.
- Marketed websites using search engines, an e-newsletter, direct mail, group and individual presentations, networking and link requests – resulting in a 500% traffic increase in 2 months on the campus site.

---

## Education

Clark University

Master of Arts - MA, International Development, International Relations, Economics, 1994 - 1999

Activities and Societies: Newspaper, Dinner Club, Crew, Clinic Volunteer, Mass PIRG

---