



Roger-Mark De Souza

Sister Cities International
915 15th Street, NW, 4th Floor, Washington, DC

P: (202) 347-8631
rmdesouza@sistercities.org

EXECUTIVE PROFILE

Roger-Mark is a leading entrepreneurial nonprofit executive with more than 20 years' experience driving strategy and innovation through local and global initiatives, streamlined operations and impactful teams. He combines vision with powerful public and private innovations to achieve scalable solutions in complex environments. He is an exceptional relationship manager with an uncanny ability to connect people and priorities with valuable ideas and resources.

- **Results-oriented visionary leader** with a passionate commitment to shared international understanding and collaboration to increase peacebuilding, economic and environmental outcomes at the municipal, national and international levels.
- **Experienced fund-raising professional** having successfully secured more than \$50 million in private and public sector support for mission-based organizations.
- **Inspiring manager and talent developer** with a strong history of recruiting, coaching and retaining staff, volunteers and partners across multiple geographies, cultures and languages.
- **Demonstrated leadership in building and strengthening coalitions, networks and other alliances.**
- **Outstanding ambassador, chief storytelling officer, and brand manager** with extensive public relations and media experience nationally and internationally, advancing organizational brand within a competitive marketplace.

PROFESSIONAL HISTORY

Sister Cities International President & CEO

**Washington, D.C.
01/2018 – Present**

Roger-Mark De Souza is the President and CEO of Sister Cities International, the national membership association for individual sister cities, counties and states across the United States, uniting tens of thousands of citizen diplomats and volunteers in over 500-member communities with over 2,000 partnerships in 145 countries on six continents. The President works closely in support of and in partnership with the Board and staff in creating, executing and continuously evaluating for effectiveness a comprehensive strategy that increases levels of support from current donors, rekindles interest in lapsed donors, and identifies and engages high potential prospective donors; that provides programs that nurture and increase membership; that supports and encourages volunteerism in support of citizen diplomacy; and that ensures efficient, effective, transparent organizational management.

Woodrow Wilson Center Director of Global Sustainability and Resilience

**Washington, D.C.
04/2013 – 12/2017**

Provides executive leadership for one of the Center's oldest, largest, most impactful and award-winning programs, leading efforts to build peace, economic prosperity, well-being, and sustainability for cities, municipalities, and countries. Provides P&L driven oversight and executive support and leadership for fundraising, communications, operations, program vision and implementation. Represents the Wilson Center before key audiences within the diplomatic, philanthropic and business communities. Established in 1968, the Wilson Center is the Congressionally mandated memorial to President Woodrow Wilson. Under the umbrella of the Smithsonian Institution, it serves as an independent think tank for the American public to link domestic and international development and security priorities with practical solutions and innovative approaches.

- Repositioned the Center as a thought leader and social innovator on resilience and sustainability. Achieved best in class recognition by the University of Pennsylvania as *#1 think tank in the world* for transdisciplinary work for three consecutive years and received 8 official selections in film festivals as well as the prestigious Telly award for short documentaries produced by the program.
- Launched an outreach and branding initiative using sophisticated email targeting and tracking to reach new audiences and decision-makers, building on the Center's more than 150,000 contacts, increasing our profile, brand recognition, partnerships and media impact as well as embedding diplomats and award-winning journalists into the program.
- Expanded funding and partnership engagement by 30% including from non-federal sources. Secured and directed two multimillion federal grants.
- Revamped, streamlined and improved financial tracking systems, grant management oversight and impact assessment

for federal compliance and reporting, reducing redundancies, clarifying pipeline commitments, ensuring healthy donor relations, and achieving consistent clean audits.

- Aligned operations with program needs including developing a senior leadership team, reclassifying staff positions, and attracting new talent during staff transitions.
- Successfully launched diplomacy, education and peacebuilding initiatives with the State Department, the Association of international education (NAFSA), local government, embassies and colleges.

Population Action International (PAI)

Washington, D.C.

Vice President of Research and Director of the Climate Program

10/2010 – 04/2013

Helped refine organizational mission and objectives as member of the executive leadership team. Directed budget oversight, strategic planning, donor reporting, staff supervision, field operations, and strategic communications. Served as ambassador and spokesperson. Engaged political leaders and policymakers to advance strategic goals, promote M&E approaches and sustain local capacity building and representation. PAI is a global nonprofit advancing the right to health care for every woman, everywhere.

- Transformed a floundering research department and climate program, surpassing productivity, engagement, partnership and visibility goals.
- Successfully cultivated a relationship with a high net worth anonymous donor for a multimillion multiyear grant.
- Launched a communications and branding campaign to bring international development, security, health and environmental issues to the attention of U.S. audiences.
- Successfully re-positioned balance sheet to ensure long-term sustainability.
- Initiated an impactful small grant program helping local government, citizen groups and advocates prepare for disasters, develop livelihoods programs and deliver health services and sustainable development planning.

Sierra Club

Washington, D.C.

Director of Foundation and Corporate Relations

05/2007–10/2010

Directed the Sierra Club and Sierra Club Foundation's Corporate and Foundation fundraising through prospecting, cultivation and solicitation; managed key components of a new capital campaign; and engaged the Board of Directors, volunteer committees and program directors to launch the campaign. The Club is the oldest and largest grassroots environmental organization in the United States with a membership base of 1.5 million.

- Inculcated a vibrant culture of philanthropic engagement while providing operational backstopping and training for 65 field offices across the United States.
- Developed, directed, and implemented a \$10mi strategy for a climate recovery partnership based on ecosystem and community adaptation as well as mitigation strategies for curbing carbon.
- Implemented a new cause-related marketing partnership with corporate donors leading to 30% revenue increase.
- Successfully managed fundraising relationships with the Sierra Club's C4 and C3 entities (the Sierra Club and the Sierra Club Foundation) while managing a decentralized team based in Washington D.C. and San Francisco.
- Oversaw fundraising relations with the Club's volunteer Corporate Review Committee and the Blue Green Alliance (labor unions and the environmental movement) to increase Club's visibility, brand placement, and donor engagement.
- Implemented new tracking systems to facilitate budgeting, forecasting, records assurance and for compliance purposes.
- Represented the Club's programs internally at senior management, board and field office levels and managed donor relations externally with the private philanthropy community and the corporate sector.

Population Reference Bureau (PRB)

Washington, D.C.

Technical Director of Population, Health and Environment (PHE)

09/2001 – 04/2007

Scaled up an impactful start up program while launching and sustaining partnerships and coalitions of local government, researchers and citizen groups working on population, health and environment issues. PRB informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

- Expanded program initiatives by 30% through innovative project development, partnership expansion, and new fund sourcing, including federal sources and private foundations.
- Increased program outreach by 40% by targeting multilateral and private funders, corporations, local associations, and the media.

- Advised NGOs and coalitions on culture, communications, operations and teaming strategies to launch national and regional campaigns.
- Launched, managed and executed strategic partnership through a federal international diplomacy grant working with local affiliates of the Audubon Society, the League of Women Voters and the World Affairs Council to promote common understanding and cultural exchanges between U.S. states and developing countries.

Population Reference Bureau (PRB)

Washington, D.C.

Coordinator, Population-Environment Program

10/1997 – 09/2001

Built a new program of research, advocacy, and communications on population, health, and environment for the United States and internationally with initial operations of no budget, staff and organizational track record.

- Launched, branded, implemented, seeded and staffed a new national and international program working with local governments, grassroots movements and development organizations.
- Initiated and led a MacArthur-funded project with city planners, researchers, and urban residents on transportation options for Bamako, Mali; Washington DC; Bangkok, Thailand; and Mexico City, Mexico.
- Served as the U.S. lead for the organizing committee for three national conferences in the Philippines, bringing together mayors, local government units, citizen groups and volunteers for a shared understanding of common development challenges and opportunities.
- Built the policy advocacy, M&E tracking, and program implementation capacity of public offices, NGOs, universities, and research centers from more than 30 countries in Africa, S-E Asia, and Latin America and the Caribbean.

World Resources Institute (WRI)

Washington, D.C.

Special Assistant to the President

09/1996 – 10/1997

Served as key liaison to WRI's President in the United States and internationally. WRI is a premier environmental nonprofit working on implementable practical solutions to pressing environmental and economic challenges.

- Contributed to analysis for United States President's Council on Sustainable Development on the value of U.S. international engagement for sustainable development.
- Represented the United States on the international delegation to UN Conference on Environment and Development+5 in Rio de Janeiro, Brazil, promoting collaboration between the United States, European, African, and Asian national councils of sustainable development.
- Researched, wrote, and edited materials on environmental policy and natural resource management for U.S. and international policy audiences.
- Collaborated with high level policymakers, researchers, donors, corporate sector, and NGOs to promote stewardship and reduce government corruption in and around frontier forests in Guyana and Suriname.

Research and Communications Assistant to the President

09/1994 – 09/1996

Oversaw all communications and research functions for WRI's President as he led U.S. engagement as chair of President Clinton's President's Council for Sustainable Development (PCSD). Served in the President's office for one of the largest, most respected and impactful non-profit environmental organizations.

- Served as liaison to the chair of the PCSD as we led community meetings and site visits across the United States to engage local leaders, the corporate sector and citizens in sustainable development initiatives for the United States including in Chattanooga, TN; San Francisco, CA; Pittsburg, PA; Atlanta, GA; Washington, DC; and Tulsa, OK.
- Provided research assistance to President Clinton's Council on Sustainable Development for technical reports to his Administration on U.S. sustainability.
- Wrote all speeches and ghost authored articles, op-eds and communications for WRI's President.
- Led an assessment team of senior experts who conducted the first-ever community consultation and grantee evaluation for USAID's environmental and natural resource portfolio in the Caribbean.

High School Spanish Teacher, Lynchburg, Virginia,

09/1991 – 06/1992.

EDUCATION

- M.A., International Development Policy - George Washington University, Washington DC (1994)
- Post-Graduate Degree in International Relations - University of the West Indies, Trinidad & Tobago, (1991)
- B.A., French and Spanish - University of the West Indies, Trinidad & Tobago (1989)
- Advanced Toastmaster - Silver (2006); Competent Toastmaster (1997)

LANGUAGES: Native English, fluent French and Spanish

COMMUNITY SERVICE

Director, Board of Directors, Resource Media, with offices in Los Angeles, CA; Seattle, WA; Santa Fe, WA; Sacramento, CA; Portland, OR; Denver/Boulder, CO; Bozeman, MT; Kalispell, MT; and Washington, DC.

Provides strategic direction to nation-wide communications operations.

Board member, National Science Foundation, Advisory Committee for Environmental Research and Education, Alexandria, VA. Helps NSF set priorities to drive research to build a resilient America with a focus on urban planning, environmental sustainability and citizen engagement.

Former board member, University of Michigan, Population and Environment Fellows Program, Ann Arbor, MI. Placed US students internationally for 2-year apprenticeships and mentored them in their transition back to the United States.

MEDIA RELATIONS

Gave hundreds of interviews to several media outlets, including:

- Printed media: Associated Press, Boston Globe, Chicago Tribune, The Economist, Huffington Post, Metro World News, National Geographic, New America Media, New York Times, Newsweek, , Pulitzer Center on Crisis Reporting, Science, Southwest Magazine, Straits Times, Washington Post, and USA Today.
- Broadcast: CNN IBN, Fiji Television, Earth Focus; NPR, PRI Public Radio International, WHYY's Radio Times Philadelphia, WNNO; Wilson Center's Video Platforms (Context, Rewind, and Now); WOUB, 89.9WWNO Radio.
- Online: BuzzFeed News, ClimateWire, Climate Confidential, Corporate Knights, HowWeGetToNext, New Security Beat, Women at the Center blog, PassBlue, PlanetExperts.com and Yale Climate Connections.

PRESENTATIONS

Outstanding presenter on a one-on-one basis, in small groups, and at large conferences. Delivered presentations to audiences of hundreds in keynote addresses, annual galas, public forums, and membership meetings including the Concordia Summit; International Planetary Security Conference; NAFSA international education annual conference; and the Aspen Ideas Festival.

PUBLICATIONS: Authored more than 100 publications including policy briefs, journal articles, book chapters, and online blogs.