

KARI HACKETT

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EXECUTIVE SUMMARY

Strong business leader with deep experience interfacing with Fortune 500/1000 brands and C-level executives, leading corporate fundraising, developing programs and events, and managing 15M of P&L. Specialize in leading cross-functional teams, developing events that lead to sales and organizing resources to capitalize on market potential. Acknowledged as a professionally persistent leader who is known for making things happen.

PROFESSIONAL EXPERIENCE

CHARLOTTE REGIONAL BUSINESS ALLIANCE, Charlotte, NC

2021-Present

Regional economic development and advocacy business organization for the Charlotte region.

Chief Development & Investor Relations Officer

Leader of all fundraising, donor relations, and revenue-generating activities to ensure the financial sustainability and growth of the organization, while aligning development strategies with the organization's mission and goals.

- Created and spearheaded a multi-channel fundraising strategy that resulted in a 30% increase in annual revenue over three years, ensuring sustainable growth for the organization.
- Collaborated closely with the Executive Committee and Board of Trustees to enhance governance and fundraising efforts, leading to the establishment of a Development Committee and increased board engagement in fundraising activities.
- Led the creation of the organization's fundraising and engagement strategy, aligning goals with the mission, and achieving 80% of revenue targets within the first three years.
- Innovated and delivered new programs designed to drive revenue resulting in over \$300K.
- Launched the first region-wide summer internship program, Intern CLT, focused on attracting young talent to the Charlotte region resulting in a new revenue stream and increased corporate engagement.
- Built high-performing development and engagement team of 7 members, resulting in a 50% increase in team productivity and successful execution of fundraising initiatives and member events.
- Participant on the senior leadership team reporting directly to the CEO.

METRO ATLANTA CHAMBER, Atlanta, GA

2001 - 2019

Metro Atlanta business organization focused on regional public policy and economic development.

Vice President, Investor Relations & Development

2015 - Sept 2019

Leader of investment and client relations team resulting in \$7M+, while managing department P&L and motivating seven member staff. Led cross-functional team to support events, drive investor activity and provide platform for involvement.

- Executed 100+ events annually ranging in various sizes from 10 – 2000 people. Primary audience C-level executives from major Atlanta brands.
- Implemented and carried out new mission and strategy by creating Investor Relations group. Reduced staff from 17 to seven, eliminated programs and events, changed investment model and created new operational processes.
- Increased investment retention rate from average of 83% to 94%.
- Relationship manager for 130+ Metro Atlanta Chamber Board of Directors members ensuring their involvement and investment, which represents 80% of the overall Metro Atlanta Chamber revenue stream.
- Co-founded ATLeaders, Metro Atlanta Chamber's young professionals program.

Vice President, Key Accounts & Corporate Investment

2010 – 2014

Created engagement opportunities for major investors through involvement. Formed opportunities through events and programs resulting in \$1M in revenue. Interfaced with key corporate executives and community

leaders for development initiatives securing \$100,000 in new investment.

- Maximized Insights on Leadership series – an events program with one-on-one “fireside chats” featured local and national corporate executives sharing their success stories. Series increased revenue by 25% and featured, among others: Jamie Dimon, Chairman & CEO, JPMorgan Chase & Co., Jeff Immelt, Chairman & CEO, GE, and Usher Raymond III, Founder, Usher’s New Look Foundation.
- Launched Eyes on Entrepreneurs event series to advance strategic plan in area of startups and entrepreneurs. Spotlighted leaders including, among others: David Cummings, CEO, Kevy & Atlanta Ventures, Alan Dabbieri, CEO, Airwatch, and Jeff Arnold, CEO, Sharecare.
- Leader of Annual Meeting production, a large, heavily produced show with 1500+ in attendance and increased net revenue and attendance year over year by 10%
- Directed Employee Engagement Initiative during 2012 Atlanta Transportation Referendum to communicate with 200,000 employees of Metro Atlanta Chamber Board of Director companies, leveraging support for “yes” votes, leading to direct interface with 80+ member companies and driving extensive campaign activity.

Vice President, Member Services & Special Events **2008 – 2010**

Responsible for producing and overseeing 150+ annual events with visibility to 20,000 members representing \$5M in memberships. Led corporate event sponsorship initiative resulting in \$1M. Managed staff of four direct reports.

Director, Member Services & Special Events **2006 – 2008**

Responsible for creating, producing and overseeing 150+ events with visibility to 15,000 members representing \$5M in memberships. Managed staff of five direct reports.

Manager, Member Services & Special Events **2004 - 2006**

Managed staff of three project coordinators. Generated \$180,000 in program sponsorship sales. Executed events for special guests including, but not limited to, President George W. Bush, Former Speaker of the House, Newt Gingrich, Mayor Shirley Franklin and Lance Armstrong.

Senior Project Coordinator **2002 – 2004**

Project Coordinator **2001 – 2002**

EDUCATION

Bachelor of Science, Communication Science, Florida State University, Tallahassee, FL (2000)

PROFESSIONAL DEVELOPMENT

Harvard Business Club of Charlotte Management Development Program (2023); Children’s Healthcare of Atlanta Smyrna Friends Co-Chair (2018, 2019); Leadership Cobb Chair, Co-Chair & Committee member (2016, 2017, 2018); Cobb Youth Leadership Committee Member (2016); Leadership Cobb Participant – Class of 2015 and University of Georgia, Terry College of Business, Certificate in Business Leadership