Beth Tuttle

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Visionary leader, author, and effective senior executive, offering a track record of success in nonprofit management and communications, philanthropy, and advocacy, combined with corporate branding and marketing experience. Recognized thought leader, author, and persuasive communicator known for the ability to engage and build relationships with and among diverse public and private stakeholders.

EXPERIENCE

MET Strategies LLC, Alexandria, VA
Managing Director *(1991 – 1994 and 2008 – present)*
Entrepreneurial business leader of consulting firm providing counsel and services to nonprofit cultural, educational, and philanthropic clients in the areas of management, strategic planning, branding, communications and stakeholder engagement.

- Manage profitable, small woman-owned business generating up to $1 million in annual client billings.
- Developed dozens of strategic and business plans and defined brand architecture and audience engagement initiatives for clients including: National Museum of American Jewish History, Hirshhorn Museum and Sculpture Garden, Newseum, Smithsonian Center for Education and Museum Studies, National Academies of Science, Andy Warhol Foundation for the Visual Arts, Gordon and Betty Moore Foundation, TKF Foundation, Marvelous Market, Prodigy Services, and Microsoft Network.

American Horticultural Society, Alexandria, VA
President and Chief Executive Officer *(October 2017– present)*
Oversees 20,000-member national nonprofit organization dedicated to advancing the art and science of horticulture.

- Guided organization through strategic re-envisioning and stabilized financial core to ensure a sustainable future as the Society approaches its centennial.
- Forged new value proposition, program offerings and national and local partnerships to more fully engage key stakeholders and audiences in securing a strong future for horticulture.
- Operate $2.9 million budget organization with a staff of 16 to unmodified audits and modest surpluses through sound financial and operational management.

DataArts, Philadelphia, PA
President and Chief Executive Officer *(March 2013 – October 2017)*
Founding senior executive for DataArts (formerly the Cultural Data Project), a national nonprofit serving more than 16,000 cultural nonprofits and hundreds of public and private grantmaking partners annually by empowering the arts sector with high-quality data and resources to strengthen its management performance, vitality, and impact.

- Guided organization through transition to independent nonprofit status, and developed strategic, technology, and business transformation plans to ensure a scalable and sustainable organization following spinoff from The Pew Charitable Trusts. Secured $3.89 million in transformation campaign funding, and oversaw development of a state-of-the-art technology platform that combines data collection for grant application, research and advocacy purposes, with educational resources and powerful data-driven finance and business analytic tools for cultural management and strategic philanthropy.

Smithsonian Hirshhorn Museum and Sculpture Garden, Washington, DC
Deputy Director for External Relations and Planning (*2006 – 2008)*
Director, External Affairs *(2004 – 2005)*
Directed successful strategy, communications and development initiatives to refocus, revitalize and re-brand the Smithsonian's museum of modern and contemporary art.

America's Promise – The Alliance for Youth, Alexandria, VA
Senior Vice President, Institutional Advancement *(2003 – 2004)*
Led communications, marketing, resource development, and information technology divisions for national nonprofit alliance for youth, founded by General Colin L. Powell and U.S. Presidents Ford, Carter, Reagan, G.H.W. Bush, and Clinton. Exceeded $5 million dollar fundraising goal in 16 months and established $1.2 million operating reserve. Completed five-year strategic plan and initiated implementation, institutional repositioning and operational reorganization.

The Freedom Forum and the Newseum, Arlington, VA
Senior Vice President/Communications *(2000 – 2002)*
Vice President/Marketing and Communications *(1998 – 2000)*
Director/Communications and Advertising *(1991 – 1998)*
Oversaw worldwide external relations for billion-dollar foundation and integrated communications across four international journalism centers, The First Amendment Center at Vanderbilt University, The Freedom Forum Diversity Institute, and the Media Studies Center at New York University. Served on master planning team and led communications, marketing, advertising, group tour sales, and retail operations for the $70 million Newseum. Managed departmental budgets in excess of $2 million and staff of up to 25.

People For the American Way, Washington, DC
Vice President, Director of Communications *(1987 – 1991)*
Director of Development *(1983 – 1985)*
Directed communications, fundraising and membership programs for 300,000-member national constitutional liberties and civic-engagement organization, founded by television producer Norman Lear.

D'Arcy, Masius, Benton & Bowles, New York, NY
Senior Account Executive *(1985 – 1987)*
Managed advertising, promotional marketing, and consumer research for national clients of this top-10 national advertising agency. Administered budgets up to $25 million.

APPOINTMENTS/VOLUNTEER AFFILIATIONS

Southern Methodist University-DataArts, Advisory Board *(2013–present)*

Seed Your Future, Advisory Board *(2017- present)*

Master Gardeners of Norther Virginia *(2010 – present)*

Commissioner for the Arts, Alexandria, VA *(2012–2013)*

Georgetown University Center for Public and Non-Profit Leadership, Visiting Practitioner *(2010–2012)*

Cultural Alliance of Greater Washington, Board Member, *(2000–2008)*

PUBLICATIONS

Magnetic: The Art and Science of Engagement, Anne Bergeron and Beth Tuttle, AAM Press (2013)

"The Next Cultural Data Decade," Grantmakers in the Arts *Reader* (Fall 2014)

"Becoming the Agile Nonprofit," Grantmakers in the Arts *Reader* (Fall 2016)

"A Magnetic Science Center: Using Community Engagement to Drive Programming and Growth," *Museum* (May 2017)

EDUCATION

Bachelor of Arts, American Studies, Brown University, Providence, R.I.
Center for Creative Leadership, Colorado Springs, CO