

# Beth Tuttle

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Visionary senior executive leader, consultant and author, working at the intersection of culture, community, and nature to empower people and organizations to live vibrant, healthy lives. Successful track record in nonprofit management and communications, philanthropy, and advocacy, combined with corporate branding and marketing experience. Recognized thought leader, strategist, facilitator, and persuasive communicator known for the ability to engage and build relationships with and among diverse individuals, stakeholder groups, and communities.

## EXPERIENCE

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**MET Strategies LLC**, Alexandria, VA

**Managing Director** (1991 – 1994 and 2008 – present)

Entrepreneurial business leader of consulting firm providing counsel and services primarily to nonprofit cultural, educational, advocacy, and philanthropic clients in the areas of leadership and governance, vision, strategic and operating plans; organizational assessments; branding, communications and stakeholder engagement.

- Founded profitable, small woman-owned business generating up to \$1 million in annual client billings.
- Developed strategic and business plans; counseled boards and senior executives; developed brand architecture and audience engagement initiatives for clients including: National Museum of American Jewish History, Hirshhorn Museum and Sculpture Garden, Newseum, Crocker Art Museum, World Chess Foundation, 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– October 2019)

Oversaw 20,000-member national nonprofit organization dedicated to advancing the art and practice of horticulture in service to creating healthy and sustainable communities and environments.

- Guided organization through strategic re-envisioning and stabilized financial core to ensure a sustainable future as the Society approaches its centennial.
- Conducted market research and 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.
- Led \$3 million budget organization, including a 25-acre historic home and public garden, with a 16-person team 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 President 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.

- Forged value proposition, brand identity, and strengthened relationships with diverse stakeholders, including arts nonprofits, public and private grant makers, and local, state and federal arts agencies.
- Operated \$4.5 million budget organization with a 35-person team to unmodified audits and created operating and technology enhancement reserves as part of a capitalization strategy in first four independent years. Established new sources of earned income to create access to more flexible capital.
- Secured \$3.89 million in transformation campaign funding, and developed a state-of-the-art technology platform that combines data collection for grant application, research and advocacy purposes, with educational resources and data-driven finance and business analytic tools for cultural management and strategic philanthropy.
- Built a diverse national board, motivated staff team, and forged a powerful public-private network of local and regional arts funders, researchers, advocates, and arts managers dedicated to building the sector's capacity to seize the benefits of data-informed nonprofit management in the twenty-first century.

### **Smithsonian Hirshhorn Museum and Sculpture Garden, Washington, DC**

#### **Deputy Director for External Relations and Planning (2006 – 2008)**

#### **Director, External Affairs (2004 – 2005)**

Directed successful effort to refocus, revitalize and re-brand the Smithsonian's museum of modern and contemporary art.

- Played key role in Board and National Leadership Council development, engagement, and stewardship, creating the then-highest per-capita giving advisory Board within the Smithsonian.
- Raised \$3 to \$5 million annually. Developed blueprint for \$40 million capital campaign and secured \$15 million in commitments during initial phase.
- Led development of a five-year strategic plan, which aligned and invigorated staff and Board around an emphasis on stakeholder, donor and visitor engagement with contemporary art and living artists.

### **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. Managed three divisions and staff of 20.

- Stewarded and solicited national Board of Directors, government, foundation, corporate and individual funders. Exceeded \$5 million fundraising goal in 16 months and established \$1.2 million operating reserve.
- Conceptualized and managed Congressional Awards Gala and Promise of America Honors ceremony and dinner at the White House, raising more than \$2 million in two events. Worked closely with Capitol Hill and White House staff.
- Completed five-year strategic plan and initiated implementation, institutional repositioning and operational reorganization.

### **The Freedom Forum and Newseum, Arlington, VA**

#### **Senior Vice President/Global Communications and Planning (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 teams of up to 25.

- Repositioned and rebranded The Freedom Forum following its separation from the Gannett Foundation and

led international communications over a decade of programmatic expansion. Guided audience research, brand development, marketing and communications for the Newseum, attracting nearly 500,000 visitors annually to its Rosslyn, VA location.

- Chaired planning team for the museum's expansion and relocation to the District of Columbia; helped secure Pennsylvania Avenue site and garner support for the \$500 million, multi-use development; and developed inaugural membership marketing strategy.
- Served as a primary foundation and museum media spokesperson and led crisis communications team.

**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. Oversaw national media relations, advocacy advertising, publications, and media production; managed membership marketing, foundation, individual and special events fundraising; and coordinated communications for organizational presence at four national political conventions.

**D'Arcy, Masius, Benton & Bowles**, New York, NY

**Senior Account Executive** (1985 – 1987)

Managed advertising, promotional marketing, and consumer research for national advertising agency clients. Administered budgets up to \$25 million for consumer services and package goods clients.

## APPOINTMENTS/AFFILIATIONS

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

**The Museum Group**, nonprofit consortium of cultural consultants (2009 – 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

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*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

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Bachelor of Arts, American Studies, Brown University, Providence, R.I.

Center for Creative Leadership, Colorado Springs, CO