

# PHINNEY BROWN

NONPROFIT EXECUTIVE | ARTS AND CULTURE LEADER | STRATEGIC OPERATIONS & GOVERNANCE SPECIALIST  
509-396-1035 | phinn.e.brown@gmail.com | Richland, WA

## PROFESSIONAL SUMMARY

Accomplished nonprofit executive with deep experience in arts and cultural leadership. Proven ability to stabilize, grow, and reimagine mission-driven organizations through strategic fundraising, organizational transformation, and stakeholder alignment. Known for advancing Native arts visibility, securing major gifts, and building strong governance and operational infrastructure in complex environments.

## CORE PROFICIENCIES

- |                              |                        |                         |
|------------------------------|------------------------|-------------------------|
| ● Executive Leadership       | ● Governance           | ● Brand Positioning     |
| ● Fundraising                | ● Financial Management | ● Narrative Development |
| ● Donor Stewardship          | ● Program Strategy     | ● Cultural Leadership   |
| ● Stakeholder Engagement     | ● Facilities Oversight | ● Risk Management       |
| ● Institutional Partnerships | ● Communications       | ● Public Relations      |

## RELEVANT EXPERIENCE

August 2023 - Present

**Principal Consultant, Two Deer Consulting** RICHLAND, WA

Two Deer Consulting partners with nonprofit organizations to strengthen their capacity, strategy, and impact. I provide tailored guidance and support to mission-driven organizations in areas including:

### Strategic Planning & Organizational Development

- Helping boards and leadership teams clarify vision, set priorities, and align resources.

### Fundraising & Development Strategy

- Building sustainable revenue streams through grants, donor cultivation, and fundraising campaigns.

### Program Evaluation & Impact Measurement

- Designing frameworks to assess outcomes and communicate impact effectively.

### Leadership Coaching & Capacity Building

- Supporting nonprofit leaders in navigating growth, change, and organizational challenges.

Through a collaborative and equity-centered approach, based in indigenous values and practices, Two Deer Consulting empowers nonprofits to maximize their effectiveness and create lasting positive change in their communities.

October 2023 - June 2025

**Executive Director, Crow’s Shadow Institute of the Arts** PENDLETON, OR

As Executive Director of Crow’s Shadow Institute of the Arts, I led the organization through a pivotal period of transformation while strengthening programs, restoring operational integrity, and reinforcing our national reputation in contemporary Native printmaking and traditional arts. I focused heavily on aligning governance, staffing, and strategy with the mission while building long-term sustainability and institutional trust.

### **Organizational Leadership & Mission Alignment**

- Elevated a nationally recognized Native arts organization during a period of major transition, restoring internal clarity and programmatic strength while deepening alignment with its core mission and community.
- Reinforced the organization's standing as a leader in contemporary Native printmaking by realigning staffing, programs, and institutional relationships around quality, cultural integrity, and strategic sustainability.

### **Program Development & Team Building**

- Rebuilt the printmaking program through the recruitment and engagement of top-tier Native artists and Tamarind-trained printers, laying the foundation for long-term program excellence.

### **Governance, Finance & Operational Integrity**

- Led initiatives to restore board compliance with Oregon nonprofit law and organizational bylaws, reinforcing ethical governance and accountability.
- Restructured internal processes for financial oversight, reporting, and vendor management while operating within approved budgets and advancing the transition toward full accrual accounting.

### **External Relations & Institutional Partnerships**

- Cultivated new curatorial and institutional connections, supporting both sales and long-term brand integrity in a sensitive cultural landscape.

### **Strategic Communication & Crisis Navigation**

- Maintained organizational trust and public credibility during periods of leadership transition and internal restructuring, relying on strong documentation, transparent communication, and steady executive presence.

July 2021 - September 2023

### **Executive Director, Arts Center Task Force**

RICHLAND, WA

Led the strategic direction and growth of a nonprofit arts organization focused on building a multi-million dollar performing arts center for the Tri-Cities region. Shaped the organization's brand identity, public voice, and engagement strategy while cultivating strong relationships with donors, public officials, and community stakeholders.

### **Key Achievements**

- Raised over \$700K in major gifts within two years, demonstrating strength in donor cultivation, case development, and relationship management.
- Successfully recruited and secured board endorsements for highly qualified candidates to the Richland Public Facilities District, enabling future access to public funding.
- Launched and scaled an annual holiday fundraising breakfast; raised \$53K in year one (including a \$22K lead gift) and \$57K in year two, with individual gifts ranging from \$50 to \$10K.
- Negotiated a verbal commitment from the City of Richland to include the Performing Arts Center in its strategic plan—an essential milestone during a major city plan revision.
- Designed, remodeled, and opened a successful "proof of concept" small arts facility to address urgent infrastructure needs. Provided space and equipment for hybrid/in-person rehearsals, performances, and community use, demonstrating facility management capabilities and validating long-term project goals.

January 2020 - July 2021

### **Executive Director, The Rude Mechanicals**

RICHLAND, WA

Oversaw administration, strategic planning, and programming for a regional performing arts nonprofit. Focused on rebuilding governance, modernizing operations, and strengthening financial systems while expanding educational programming and community engagement.

### **Key Achievements**

- Partnered with the board to revise and modernize bylaws, aligning governance with current operations and positioning the organization for sustainable growth.

Conducted a comprehensive review of financial systems, identified and corrected accounting errors, and restored confidence in financial reporting.

- Developed new revenue strategies to reduce funding concentration and promote long-term financial stability.
- Expanded educational programming, increasing community impact and aligning offerings with the organization's mission.
- Secured competitive hotel-motel tax grants to support advertising and outreach, significantly boosting visibility and audience development.
- Established the organization's first strategic plan with clear, measurable goals and timelines to guide future development.

February 2016 - September 2019

### **Events & Marketing Director, Walter Clore Wine & Culinary Center**

PROSSER, WA

Served as a core member of the senior leadership team at a startup nonprofit focused on Washington's wine and culinary industries. Led marketing and events strategy while contributing to organizational planning, brand development, and long-term sustainability.

#### **Key Achievements**

- Partnered with executive leadership and board members to develop strategic revenue and operations initiatives grounded in measurable outcomes.
- Co-authored two revised mission statements to reflect evolving goals and better communicate the organization's vision and values.
- Conceived and secured full startup funding for a Washington Wine Certification program through a successful proposal to the Washington State Wine Commission.
- Directed all aspects of the events department, including sales, staffing, budgeting, inventory, and client/vendor relationships.
- Led comprehensive marketing and branding efforts, including strategy, content, graphic design, social media, digital advertising, and website management.

## EDUCATION

- **Western Governors University**, *Master of Business Administration*. Expected graduation, December 2025
- **Western Governors University**, *Bachelor of Science in Business, Marketing Management*. Graduated Sept. 2018
- **Columbia Basin College**, *Associate of Arts, Theatre Studies*. Graduated June 2010

## CERTIFICATIONS & COMMUNITY LEADERSHIP

- **CompTIA**, *Project+ Project Management Certification*
- **WSET** *Level II Wine & Spirits Certification, Passed with Merit*
- **Atlas Technical Consultants**, *Class IV Asbestos O&M Certification*
- **Visit Tri-Cities!** *Board of Directors - Trustee, January 2023 - November 2024*
- **Pendleton Chamber of Commerce** *Board of Directors - Trustee, January 2024 - Present*
- **Prosser Chamber of Commerce**, *Tourism Committee - Committee Chair - 2018*
- **Prosser Economic Development Association**, *Prosser Leadership Program, Class of 2018*