

GAVIN ATTWOOD

2327 South Deviney Street Lakewood, Colorado 80228

720.323.8136

gavinattwood80@hotmail.com

EXECUTIVE DIRECTOR

BRAIN INJURY ASSOCIATION OF COLORADO

Advocate, Support, Educate

SELECTED ACCOMPLISHMENTS

- **Fundraising/Volunteer Supervision:** Directed all fundraising resulting in over \$2.5 million raised in revenue for the National Sports Center for the Disabled (NSCD). Handled the Mormon Tabernacle Choir fundraiser netting \$200,000. Supervised/coordinated efforts of 5 staff and 20 volunteers, including 100 event volunteers. Served as media liaison for all print, TV, and radio contacts.
- **Staff & Program Development:** Key member of management team that built and opened the \$25 million North Jeffco Apex Recreation Center. Hired 50+ staff, conducted training, created and wrote policies and procedures manuals. Educated the public to secure tax dollar funding.
- **Relationship Building:** Rebuilt relationship with major insurance sponsor, obtaining donation of \$25,000 from previous \$5,000 level. Added two new events that garnered an additional 20,000 potential donors and increased brand awareness and agency name recognition. Developed a uniform organizational brand with new print standards, media requirements, and branded collateral material for a consistent message. (NSCD)
- **Leveraging political action:** Secured additional funding for improvement projects through active involvement in two mill levy campaigns that educated the public on recreation needs. (North Jeffco Park & Recreation District)

PROFESSIONAL EXPERIENCE

Executive Director

BRAIN INJURY ASSOCIATION OF COLORADO.

09/2008 to Present

Responsible for all activities of the association including, fundraising, media, marketing, public policy, support groups intake and referral and community outreach. Manage budget of approximately \$1 million and staff of 6 serving 100,000 people in Colorado living with a brain injury.

President

SUMMIT XPERIENCE LLC, Lakewood, CO

07/2006 to Present

Founder, owner, and manager of Summit Xperience, Outdoor Adventure Specialists. Provide high-quality guided adventures in Nepal, Tanzania, Peru and Argentina. Handle all finances, marketing, website design, and administration. Work with local outfitters. Handle logistics, safety, and guiding of mountain and multi-day treks.

- Grew company from start-up to first year revenues that exceeded projections by 50%. Surpassed client quotas on all scheduled trips. Considered a premier adventure company in Colorado. Built business through extensive networking, email lists, creative marketing and referrals from satisfied customers.
- Provide unique pre-trip training hikes allowing participants to build team relationships while preparing for trips.

Continued on next page

GAVIN ATTWOOD

Page 2 of 2

Vice President, Marketing and Events

NATIONAL SPORTS CENTER FOR THE DISABLED (NSCD), Denver, CO

04/2005 to 01/2007

Directed all NSCD annual fundraising events, sponsorship programs, individual giving and foundation grants resulting in over \$2.5 million in revenue. Developed media and public/consumer relations, brand development, publications, web site and advertising campaigns. Strengthened and maintained relationships with major sponsors. Volunteer recruitment.

- Developed new relationship with a major oil and gas corporation that contributed over \$20,000 a year.
- Increased the number of successful grant awards through sophisticated research and assertive application processes.
- Expanded media coverage for the Wells Fargo Bank Cup ski race, achieving the highest print, radio, and TV coverage in event's history.

Apex Center General Manager

NORTH JEFFCO PARK AND RECREATION DISTRICT, ARVADA, CO

09/2002 to 04/2005

Oversaw the Apex Center, a 168,500 sq. ft. recreation facility, start-up and successful management. Monitored budget, planned and administered center programs serving 1.2 million visits annually. Supervised a full-time staff of 36 and part-time staff of approximately 200. Served as Acting District Deputy Director.

- Developed a master plan in conjunction with the City of Arvada, and its citizen-users, to develop 90 acres of open space surrounding the Apex Center.
- Secured highly desirable events and activities for the community, including the Colorado Figure Skating Championships, Regional Hockey Championships, Olympic figure skaters and swimmer performances.

Apex Center Aquatics Division Director (North Jeffco Park & Recreation)

07/2000 to 09/2002

Managed all District swimming pools and served as Project Manager for Secret Pool re-development, with a budget of \$750,000. Project was completed on time and within budget.

General Manager

SPLASH PLANET THEME PARK, New Zealand

06/1998 to 07/2000

Managed a \$6.2 million re-development project for community amusement park. Controlled an annual budget of \$1.7 million and revenues of \$2.5 million. Oversaw Operations, Marketing, Group Sales, Maintenance, Grounds, Food and Beverage and Retail departments. Handled successful rebranding. Introduced new operational systems and procedures.

- Maintained income stream during construction of additional features. Successfully increased staff from 6 to 20 full-time and 30 to 200 part-time for park opening.

EDUCATION AND TRAINING

Bachelor of Education, Lancaster University, United Kingdom