

VICKI BOWEN HEWES

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EXECUTIVE LEADERSHIP

Building Corporate and Community Partnerships that Drive Social Change

Purpose ■ Collaboration ■ Integrity ■ Impact

Respected senior management, board-level, and entrepreneurial leader in for-profit and non-profit sectors. Guide mission-directed initiatives that create opportunities for corporations, philanthropies, and communities to join forces and propel *meaningful social change with positive economic impact*. Proven experience with dismantling barriers for underrepresented and at-risk populations through proactive engagement. Authentic, resilient turnaround artist and servant leader recognized for organization agility to achieve goals by creating a positive culture of inclusivity, accountability and mutual respect.

- **Corporate Social Responsibility:** Collaborate with business leaders to advance projects that compel positive social change and reflect an awareness of its ethical responsibility to employees and the community. *Engaged 150+ local and national corporations and foundations in sustaining relationships.*
- **Resource Management:** Build coalition across diverse service sectors to optimize resources required to support people in transition, and bridge cultural differences to achieve core missions and earn the confidence of key stakeholders. *Forged long-term partnerships with 120+ non-profits, education institutions and government agencies.*
- **Operating Leadership:** Equally comfortable working in the field in hands-on initiatives as in the boardroom establishing an organization's direction, mapping its infrastructure, and calculating fiscal and staffing requirements. *Strategically grow programs, staff and board. Manage expenses under budget; exceed annual fundraising goals by 5-25%.*

Domestic and Global Business Acumen | Community Outreach Advocacy

Strategic Operations Management & Direction-Setting ▪ Grassroots Advocacy ▪ Corporate & Community Communications ▪ Fundraising & Volunteer Management ▪ Corporate & Individual Donor Relations ▪ Media Relations & Presentations ▪ Change Management ▪ Management & Philanthropic Investments ▪ Small & Large Scale Event Management ▪ Stakeholder Relations ▪ Program Innovation ▪ Talent Development & Mentoring ▪ Crisis Management ▪ Budget Management & Oversight

Professional Experience

Dress for Success Columbus (DFSC) – Columbus, OH | 2007 – 2018 | www.dfscmh.org

Empower women in need to achieve economic self-sufficiency with career development programs across 7 counties in Central Ohio

Founder & CEO

DFSC Ranks in the Top 5 Worldwide of Independently Operated Affiliates in 150 Cities & 30 Countries

Managed startup operations of new agency, including budgeting, facility set-up, administrative infrastructure, program design, and network development. Established relationships with corporate and government leaders, community groups, board leaders, and advocates working with women in need from shelters to the suburbs and returning from incarceration.

- **Empower-Dignity-Sisterhood:** Established tenets as the foundation of all DFSC's programs and practices. Three core programs resolve obstacles impeding success: Suiting, Career Center, and Employment Retention. Services provided to clients at no charge.
- **Sustainable Partnerships:** Cultivated 100% of relationships with sustaining partners that include multi-tier partnerships with EXPRESS, Thirty-One Gifts, Columbia Gas, L Brands, Bank of America, Nationwide and Franklin County.
- **Collaboration Trailblazer + Process Innovation:** Created a 7-county 120+ agency referral system to minimize service duplication and maximize efficiency. Identified barriers inhibiting timely client engagement and partnered with JP Morgan Chase to design an online scheduling portal. Launched a follow up 'text-alert' system reminding clients of appointments. These process changes increased client engagement by 50%. *Many independent affiliates adopted tech-based engagement systems created by DFSC.*



Comparative Growth 2007 vs 2018

- ✓ Women Served: 58 vs 2,000 (15,000+ Women)
CAGR – 23%
- ✓ Paid Staff: 700% Increase
- ✓ Volunteers: 28 vs 600
- ✓ Funds Raised: \$78,500 vs \$700,000 (\$4.5M+)
- ✓ In Kind Donations: \$120,652 vs \$1M+ (8M+)
- ✓ Total Resources Raised: \$199,152 vs \$2M+ (\$12M+)
- ✓ Every Dollar Raised Leveraged to Triple Impact
- ✓ Coalition/Referral Partners: 5 vs 120
- ✓ Facility Space: 250% Growth

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- **Diversity and Inclusion:** Created, implemented and expanded programs for women from diverse cultural, educational, and economic backgrounds, including complex barriers to rebuild their lives. Create a culture of respect and value, providing the environment needed for 15,000 women to regain their dignity as they navigate career-directed programs.
- **Reorganization and Resiliency:** Spearheaded the reorganization and relaunch of DFSC in 2011 following a realignment of affiliate territories. Following, DFSC achieved 20% growth in clients served, double-digit increases in all revenue streams, and strengthened community support. DFSC has never operated with a backlog or waiting period for women to access services.
- **Socio-economic Impact:** The impact of women becoming financially independent stabilizes families, ends the cycle of poverty and strengthens our economy. Over 10,000 women DFSC has empowered have become gainfully employed in a variety of fields from entry-level jobs to executive positions; many are entrepreneurs, and several have launched successful non-profits. The women served purchase homes, further their education and put their children through college. They advocate for DFSC and proudly pay it forward, donating funds, mentoring clients, multiplying the impact.



"Realizing social change is about ethics, responsibility, civility, cultural shifts in policies and practices, committing to developing solutions, and creatively confronting complex problems. I believe meeting business goals and creating social change are not mutually exclusive. In fact, just the opposite – it's good business. And I do what is required to get the job done, build collaborations and teams, support the people in need, and earn and maintain the trust and respect of partners and investors. We are stronger together."



Associated Estates

1994 – 2006 | [Profile](#)

National Marketing & Operations Director, 2002-2006
Director - Midwest & East Coast Regions, 1994-2001

Managed regional operations and marketing strategy, along with technical training and engagement programs for Real Estate Investment Trust (REIT) comprised of mixed-use holdings across 14 states. Established demographic-driven marketing campaigns employing collaborative initiatives in diverse communities. YOY occupancy 96% and 5% rent growth.

Foundational Experience

Marketing Manager: Brandywine Realty Trust – Pittsburgh, Philadelphia, Washington, DC | 1988 – 1994

Marketing Coordinator: Gates Hudson – Washington DC, MD, VA | 1986 – 1988

AWARDS AND RECOGNITION

2018	12 Women WELDING the Way	Women's Economic Leadership Development
2018	Community Champion	Molina Healthcare
2018	Ignite Unite Incite Award	In Christy's Shoes
2017	20 Outstanding Women	Sunny 95 / Franklin Media Group
2017	True Hero	Bryant Heating & Cooling
2016	Small Non-Profit of the Year	Columbus CEO Magazine
2015	Community Partner Award	Nationwide / AWARE
2015	Community Service Award	National Council of Negro Women
2014	Community Partner of the Year	BESA
2013	President's Award	Ohio Conference of Community Development
2012	Collaborative Women in Leadership Award	DAWN / NiSource
2011	Professional Women's Group of the Year Award	Dress for Success Worldwide
2010	Lublin Award	Dress for Success Worldwide
2009	Re-Entry Advocate Award	ODRC / Franklin County Pre-Release

Appointed to The Ohio Anti-Poverty Task Force in 2008 by Governor Ted Strickland

Featured leader in Columbus CEO, Columbus Monthly, Buckeye Lifestyle, The Women's Book, Smart Business

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Professional Affiliations and Activities

Boards/Committees: American Women's League of Kuwait, Board Vice President, 1996
Dress for Success Columbus, Board of Directors, 2007 – Present
Ohio Anti-Poverty Task Force, Employment Committee, 2008 – 2010
Columbus Fashion Week Board of Directors, 2012 – 2014
Franklin County Re-Entry Coalition, Employment Committee, 2012 – 2015
The Columbus Police Foundation, 2017 – 2018
Short North Church, Advisory Committee, 2018 – Present

Member: National Association of Training and Development, 1997 – 2008
American Fundraising Professionals | Central Ohio, 2013 – Present
Ohio Association of Non-Profit Associations, 2014 – Present
Vistage Executive Coaching and Peer Advisory Group, 2018

Mentor: Albert Schweitzer fellows at The Ohio State University Fisher School of Business

Guest Speaker: Frequent speaker before a variety of community groups and conferences
Leadership presenter at NCAA Women's Final Four Basketball
Tournament / Beyond the Baseline

Education and Related Skills

University of Pittsburgh / Bradford Business School
Degree in Business with Marketing Specialization

Social Impact Investing, Executive Education Program
The Wells Foundation

Proficient user of social media applications to drive content and engagement
Cultivate Your Content, Mikaela Media

Extensive travel across the U.S. and international locations; lived in Kuwait and Egypt

Sampling of Media Coverage

[10-Year Anniversary](#) ■ [Buckeye Lifestyle](#) ■ [Smart Business](#)

For More Information

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Professional References

Provided upon request