

## **Matt Baker-White (He/him)**

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### **PROFESSIONAL PROFILE**

Executive conservation education leader with deep experience in fundraising, programming, outdoor field risk management, budget and finance management, grant writing and management, and DEIB initiatives. Proven success in developing and integrating operational processes and frameworks, fundraising campaign work, strategic planning and alignment, proposal and report development, donor stewardship, board management, and collaborative project management.

### **EDUCATION**

#### **Northeastern University**

*Master of Education – Special Education*

**Boston, Massachusetts**

#### **Bates College**

*Bachelors of Arts - Sociology; Concentrations in Art/Design*

**Lewiston, Maine**

### **PROFESSIONAL EXPERIENCE**

#### **Wild Rockies Field Institute**

**Missoula, Montana**

##### ***Executive Director***

March 2022-present

- Provides executive leadership for organizational strategy, board of directors, and office/education staff
- Grew annual operating budget from \$350k to \$1mm in a four year period
- Led WRFI's Board of Directors in collaboratively developing a strategic plan for the organization for the first time since 2016
- Directly supervises administrative staff team, contractors as needed, and 25-40 field instructors per year
- Leads WRFI's DEIB initiatives, including hiring, policies, student recruitment, partnerships, and curriculum
- Integrated three separate CRM platforms, transitioned to web based business applications, and modernized organization-wide file platforms resulting in automation and cost efficiencies
- Transformed WRFI's development and fundraising efforts:
  - Launched WRFI's first-ever major fundraising campaign in August 2023, resulting in over \$100k raised in 6 weeks and \$750k+ raised in gifts and pledges within 18 months of campaign launch.
  - Generating over \$1,000,000 for WRFI in gifts and pledges in three years, including principal gifts to establish WRFI's first endowment, expand staff capacity by 40%, and create stability for the organization
  - Developed community building events for 10-150 donors, strategic solicitation, and digital outreach
  - Established a monthly giving program and stock/securities giving platform
  - Introduced modern wealth screening and data tools in order to effectively make appropriate asks of donors at all levels, focusing on potential major donors
- Leads cross-functional operations including:
  - Marketing of all programs, including open enrollment, adult courses, donations, and brand
  - Driving recruitment and enrollment of students (80-90% of org. revenue); managed recovery from COVID impact with 10-20% enrollment growth per year in FY '22-'25 resulting in a 70% net increase
  - Designed, developed, and piloted WRFI's first new course in over a decade (Southwest Climate Studio Art)
  - Designed, developed, and piloted WRFI's first ever adult program (Women on the Water)
  - Curriculum design, field risk mgmt, field policies, permitting, logistics (2500 user days/yr)
  - Personnel management across all operational areas (inc. hiring/reviews/etc)
  - Design and management of annual budget; including definition of KPIs/project outcomes

#### **The Wilderness Society**

**Remote**

##### ***Curriculum Consultant, TWS Public Lands Curriculum***

October 2021-February 2022

- Provided critique of existing Public Lands Curriculum
- Wrote a new module for this national-level public lands curriculum; Integrated art and science to educate on biodiversity loss and climate change

#### **Aerie Backcountry Medicine**

**Missoula, Montana**

##### ***Lead Instructor***

December 2021-Present

- Teach and assess wilderness and emergency medicine concepts, skills, and practicums in a collaborative environment with other instructors; Adapt course content to different course sponsors and needs

## **Cottonwood Gulch Expeditions**

**Albuquerque, NM**

### **Program Director, Contract Courses**

*August 2018-September 2021*

- Expanded annual contract course programming by 20-30% per year while serving as the primary point of contact for 30+ partner organizations, including program sales, curriculum development, relationship management, contracting, grant making, and strategy alignment
- Developed and administered \$400-600k of programming annually, collaborated on developing a \$1.3m annual org. budget, identified and successfully wrote over \$140k in state and federal grant funds, and managed/secured over \$600k in grant funding over 3 years through a partnership with TWS
- Collaboratively integrated three distinct business lines (contract courses, open enrollment programs, and grant funded initiatives), bringing each into better alignment to the org. mission and operations
- Managed operational aspects of 4500+ user days annually including staffing, field logistics, federal permitting, scheduling, risk and crisis management, and mentorship of field staff
- Created, implemented, and reviewed risk management procedures, and protocols; Developed and implemented COVID protocols; developed and served on on-call team for field emergencies

### **Acting Co-Executive Director**

*July-October 2019*

- Co-managed an internal crisis when the previous Executive Director departed unexpectedly mid-season including completion of a \$1.3m construction project and stewardship of a \$3m capital campaign
- Managed a \$1.1m annual operating budget, delivery of the largest seasons of programming in organization history, hiring, training, and management of personnel/field instructors
- Generated and delivered testimony to US House of Representatives on the SOAR/RNRT Acts in 2019
- Designed and implemented a new hiring process focused on equity
- Initiated a repatriation process of cultural items and artifacts with local/regional tribal groups

### **Associate Director, Contract Courses**

*April 2014-October 2015*

- Managed a remote, unplugged camp property (including cabins, a commercial kitchen, other facilities)
- Coordinated outside user group program of ~2500-4000 user days per year; Assisted with contract course budget development (appx. \$300k annually), implementation, and management
- Designed and facilitated training sessions for staff team members

### **Lead Field Educator, Adventure Specialist**

*Summers, 2013-2021*

- Led groups of 8-70 youth on educational expeditions across the American Southwest, ranging from day programs to five-week expeditions while facilitating hands-on science, art, and nature programming
- Supervised and mentored field staff; Managed logistics of field courses
- Facilitated teambuilding, social-emotional learning, rock climbing, canyoneering, backpacking, mountain biking, Leave No Trace, and low-ropes adventure programming for youth aged 10-18

## **The Boxberry School, Fiddlehead School of Arts and Sciences, Uplift Community School**

**USA**

### **Upper Elementary School Teacher**

*2013-2018*

- Led classrooms of 10-24 students annually in 3<sup>rd</sup>-6<sup>th</sup> grade curriculum; each student in my classes made at least one year's growth in literacy and math while engaging in project-based, experiential curriculum through a variety of environmental and place-based frameworks/philosophies
- Implemented various learning programs including Project Adventure, Second Step, Developmental Reading Assessment (DRA), EL Education Literacy, enVision Math, Everyday Math, and Literacy By Design
- Communicated regularly with administrators and parents, including as a lead for IEP plans as needed

## **TECHNICAL SKILLS**

MS Office | Google Suite | Adobe Suite | NeonCRM | Zoom | Windfall Data | SPSS | ChatGPT | Google Gemini  
Quickbooks Online | Wordpress | Constant Contact | Canva

## **VOLUNTEER EXPERIENCE**

### **Rattlesnake Woods Firewise Board**

Board Member, July 2023-present

### **Rio Grande Community Farm, Albuquerque, NM**

Board Treasurer, June 2020-September 2021

### **Corporation for National & Community Service**

New Mexico Grant Reviewer, 2021

### **Pivotal New Mexico**

Grant Writing Fellow, Fall 2020

### **Maine Association for Search and Rescue**

Conference Coordinator, 2018 Conference

### **Wilderness Rescue Team, Gray, Maine**

Search Team Member/Leader, 2010-2018