

Lars-Erik Birk Leafblad

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PROFESSIONAL EXPERIENCE

KeyStone Search, *principal*, October 2007 to present

- Lead the Corporate & Public Affairs and co-chair the Foundation & Non-profit and the Education Services practices for leading regional retained executive search consulting firm which was recognized with a MN Business Ethics Award in 2009.
- Manage and direct firm-wide marketing and communication strategy and outreach programs.

Humphrey Institute of Public Affairs, University of Minnesota, *director of development*, August 2003 to August 2007

- Promoted to director in February 2006 to lead and manage the fundraising and alumni relations program team with an operational budget of \$300,000 and three professional staff members
- Raised over \$2M in new private gift support from individual and institutional philanthropic partners through the creation and implementation of new marketing and donor-engagement strategies including the annual HHH Public Leadership Awards Dinner and several new scholarship initiatives

The Collaborative, *director of member services*, February 2003 to May 2003

- Responsible for new member recruitment and retention efforts of Minnesota's largest membership community of entrepreneurs, advisors and investors for the emerging growth marketplace
- Delivered 20% month-to-month growth in new memberships in first month of activity

St. Olaf College, *interim assistant director of alumni and parent relations*, April 2002 to January 2003

- Implemented monthly "Alumni E-newsletter" communication campaign that reached 14,000 alumni and produced over 1,000 updated alumni records within the first four weeks of program activity
- Created a new program to welcome First-Year students and their families to the St. Olaf community that delivered updated contact information for over 800 first-year parents

Four51.com, *market development manager*, January 2000 to December 2001

- Designed and managed the delivery of new customer training programs that led to a 50% increase in the number of customers participating in sales and product training in the fourth quarter of 2001
- Created and implemented organizational enhancement programs that resulted in a 70% increase in organizational productivity over the course of six months

GE Capital Fleet Services, *leadership development program*, June 1999 to December 2000

Famous Dave's of America National Touring Rib Team, *member*, summers of 1996 and 1997

CIVIC LEADERSHIP

CaringBridge.org, Board of Directors, member, January 2009 to present

MinnPost.com, Advisory Board, member, September 2011 to present

Pollen, founder and curator, December 2009 to present

Public and Nonprofit Leadership Center, Humphrey School of Public Affairs, University of Minnesota, Advisory Board, member, January 2011 to present

The Minneapolis Club, member, November 2007 to present

ADDITIONAL ACTIVITIES AND AWARDS

Citizens League, *member*, May 2005 – present

Twin Cities Business magazine, “200 Minnesotans You Should Know” December 2011

Finance and Commerce magazine, “Minnesotan on the Move” recognition, April 2011

Called “the most networked man in the Twin Cities” in **Minnesota Business magazine**, December 2010

TEDxTC.com, advisory committee, June 2009 to present

Minneapolis-Saint Paul Business Journal “40 under Forty” Award, recipient, May 2007

University of Minnesota President’s Student Leadership and Service Award, *recipient*, May 2006

Common Grounds, University of Minnesota, founder, December 2004 - present

St. Olaf College Alumni Association Board of Directors, *chair of student life committee*, May 1999 to April 2002

The Left Lane, founder and president, August 1999 to August 2001

EDUCATION

HUBERT H. HUMPHREY SCHOOL OF PUBLIC AFFAIRS, POLICY FELLOW,

UNIVERSITY OF MINNESOTA, Minneapolis, MN

Date of Participation: September 2008-May 2009

CARLSON SCHOOL OF MANAGEMENT, UNIVERSITY OF MINNESOTA, Minneapolis, MN

Date of Graduation: May 2006

- M.B.A. in strategic management
- Cumulative GPA 3.71

ST. OLAF COLLEGE, Northfield, MN

Date of Graduation: May 1999

- B.A. in economics with a concentration in finance
- Cumulative GPA 3.64