

# Samara “Sammie” Lancia

262.620.4244 | Pleasant Prairie, WI

[samaralancia@gmail.com](mailto:samaralancia@gmail.com) | [www.samaralancia.com](http://www.samaralancia.com) | <https://www.linkedin.com/in/samaralancia/>

## EXECUTIVE DIRECTOR

Nonprofit executive leader renowned for vision and drive to help others achieve their goals. Leverages creative mindset, entrepreneurial spirit and solutions-based approach to embrace challenges and deliver transformational results. Possesses operational and financial expertise that ensures effective decision-making and budget management. Cultivates collaboration founded on integrity, trust, and discretion. Builds and maintains strong partner, team, donor and volunteer networks and relationships. Competencies include:

Executive Leadership | Strategy Development | Corporate Citizenship | Governance and Compliance  
Budget, Financial and Operations Management | Relationship Building | Donor and Volunteer Management  
Fundraising | Constituent Advocacy | Community Engagement | Public Relations | Public Speaking  
Project Management | Event Planning | Contract Negotiation | Microsoft Office | Outlook | Adobe | CRM

## PROFESSIONAL EXPERIENCE

**RURAL MINDS**, Green Oaks, IL

**2020–Present**

*501(3)(c) charitable organization on a mission to improve mental health in America, primarily in rural farm communities.*

### EXECUTIVE CONSULTANT

Provide subject matter expertise and start-up services to founder of new 501(3)(c) charitable organization.

- Presented strategic plan and operations roadmap to identify organizational structure, align non-profit operations with foundation mission and purpose, and identify and prioritize all start-up activities.
- Drafted all governing policy and procedure documents, including ethics, privacy, conflict of interest, whistleblower, disclaimers, and terms and conditions for the foundation and employee handbooks.
- Recommended regulatory requirements for charitable registration, trademark, and operating documentation.
- Researched current legislative focus and proposals on mental health funding and services to identify gaps and develop strategic fundraising and sponsorship plans.

**JOCKEY INTERNATIONAL, INC.**, Kenosha, WI

**1995–2020**

*Privately held apparel company operating in 140 countries. Founder and benefactor of The Jockey Being Family Foundation (JBF), a 501(3)(c) entity and corporate initiative, which provides post-adoption services to adoptive families and funds nonprofit partners dedicated to adoption support services.*

### PROGRAM MANAGER JOCKEY BEING FAMILY FOUNDATION / DIRECTOR, 2015-2020

Managed foundations strategic planning, marketing, public relations, annual budget, fund-raising, financial, and operational activities.

- Achieved 300+% increase in program growth, and 40% increase in member participation, following comprehensive program analysis, development of new strategic plan and implementation of new program framework and milestone objectives.
- Achieved 60% reduction in operating expenses by ending dependency on outsourced projects and external consultants and refocusing on internal subject matter expertise and capacity.
- Earned top 25 ranking on Dave Thomas Foundation list of Top 100 Adoption-Friendly Workplaces after investigating and remediating issue which blocked inclusion after multiple past application attempts.
- Created cross promotional event which generated college fund and book donations, and experiences for adoptive families, by leveraging a corporate appearance of a national sports celebrity with hometown roots.
- Leveraged foundation event appearance by Wisconsin Governor, and introduction to Kentucky Governor, an adoptive father, to build relationship and create new partnership between JBF and the First Lady of Kentucky.

- Managed public relation and promotional events, and served as media and events spokesperson for speaking engagements, community presentations, charitable conferences, and roundtable discussions to increase foundation visibility within the charitable, business, and social services communities.
- Refined brand message and marketing materials, including social media, website, online portal, and print media to strengthen brand, increase alignment to founders' mission and strategic goals, and enhance foundation's external and internal recognition, engagement, and support.
- Met with Capitol Hill congressional delegations to advance foundation's mission, advocate for underserved adoption and foster populations, and solicit sponsorship for pending legislation in collaboration with the CCAI (Congressional Coalition of Adoption Institute).

**SOCIAL PROGRAM MANAGER, JOCKEY BEING FAMILY FOUNDATION, 2014-2015**

Managed administrative and operational functions. Planned and executed promotional and fundraising events.

- Planned and organized promotional events that communicated and advanced foundation mission within the charitable, corporate and community audiences.
- Maintained corporate relationships and prepared administrative and annual stakeholder reports needed to measure program impact.
- Managed all reporting processes and ensured ensure integrity and accuracy of all compliance, auditing, and internal and external reporting processes.
- Negotiated partnership contracts, and administered grants, applications, sponsorships, and donor databases.

**CORPORATE SOCIAL RESPONSIBILITY, COMPLIANCE AND CUSTOMS MANAGER / PARALEGAL, 2001-2013**

Managed processes for all trademark, customs, and social responsibility compliance programs.

- Developed and implemented comprehensive programs to ensure compliance across all trade, corporate, factory, security, consumer product safety and regulatory requirements.
- Coordinated required 50 state government regulatory and business licenses, customs and compliance renewals and charitable registration filings.
- Managed comprehensive business continuity and disaster recovery plans for the executive leader and legal teams, including and annual reviews and update and tri-annual operational scenario testing.

**INTELLECTUAL PROPERTY (IP) MANAGER / PARALEGAL, 1996–2001**

Managed global Intellectual Property (IP) processes across 140 counties. Maintained all trademark and patent applications, compliance reviews, and records management processes.

- Proposed, built, and managed automated internal database, which transformed labor-intensive process of managing 3000+ trademarks and patents across 140 countries, and eliminated a 3 year wait for project funding, and postponed the purchase and maintenance cost of an external system for 12 years.
- Collaborated with operations to create internal database to automate all social compliance activities and records management for all global manufacturing facilities.

**APPLEWOOD FARMS, Pleasant Prairie, WI**

**1995-Present**

A full-service equestrian facility. (<http://applewood-farms.net>)

**OWNER AND CEO**

Provide strategic leadership and operational support for all programs and services, including horse day camps, horse and rider coaching and training, group lessons, and educational seminar series development and delivery.

**EDUCATION**

Paralegal Certificate, Carthage College, Kenosha, WI

Managing Real Estate Broker License, Triton College, River Grove, IL

**COMMUNITY VOLUNTEERISM**

Board of Appeals, Village of Pleasant Prairie, Pleasant Prairie, WI

Kenosha Area Business Alliance Mentor Program, Kenosha, WI

Tempo Kenosha, Kenosha, WI