

HENRY ROSAS-CURRY

(805) 701-8901 | hrosas@commonthreaddigital.com | www.CommonThreadDigital.com

EXECUTIVE SUMMARY

Strategic business, marketing, and nonprofit leader with over 15+ years of driving growth across B2B, B2C, technology, and nonprofit sectors. Delivering 25%-40% revenue gains and up to **300% marketing ROI** by designing data-driven omni-channel strategies and **managing multimillion-dollar P&Ls**. Combining deep financial acumen with partnership development to **forge high-value alliances** and unlock new market opportunities. Leads cross-functional teams and executive stakeholders through clear **strategic roadmaps** that align objectives and accelerate results. Bilingual English/Spanish.

SKILLS

Strategic & Executive Leadership

Organizational Strategy & Vision | Executive Leadership & Board Engagement | Talent Strategy & Culture Development Change Management & Organizational Agility | Risk & Compliance Oversight | Cross-Sector Partnerships | Strategic Planning

Marketing, Growth & Brand

Growth Marketing & Omnichannel Strategy | Brand Positioning & Messaging | Full-Funnel Campaign Development Digital & Field Campaigns | CAC/LTV Optimization | CRM & Marketing Automation (HubSpot, Salesforce)

Fundraising, Revenue & Financial Oversight

Fundraising & Development Strategy | Grant Writing & Revenue Diversification | Business Development & Strategic Alliances | Budgeting, Forecasting & Financial Strategy | Donor & Stakeholder Engagement

Operational & Data-Driven Management

Operational Scaling & Process Optimization | Data Analytics & Performance Measurement | DEI & Organizational Culture

KEY ACHIEVEMENTS

- Developed integrated **omni-channel marketing strategies** that reduced customer acquisition costs by 35% while increasing conversion rates and delivering 300% marketing ROI.
- Implemented financial **modeling and attribution frameworks** that optimized marketing investments, enabling data-driven budget allocation that consistently delivered 25-40% revenue growth.
- Created **revenue-sharing partnership models that generated \$1M+** in new revenue streams through strategic alliance formation and performance-based agreements.
- Designed and executed field **marketing strategies** that seamlessly integrated with digital channels, creating cohesive customer journeys that increased pipeline generation by 40%.
- Developed comprehensive sales **enablement and partner enablement programs** that reduced time-to-revenue by 40% while increasing average deal size by 25%.
- Wrote major grants, local, private, and federal, that amounted to **\$928,000+** in restricted and unrestricted financial support for two nonprofits.

PROFESSIONAL EXPERIENCE

Marketing, Business, and Growth Consultant

Common Thread Digital (www.CommonThreadDigital.com)

05/2013 – Present

Provide executive-level strategic leadership for organizations across B2B, B2C, nonprofit, and technology sectors, with full P&L responsibility for marketing and partnership initiatives ranging from **\$500K to \$3M+ annually**. Drive revenue growth through integrated omni-channel strategies that optimize customer acquisition costs while maximizing marketing ROI.

Revenue Growth & Financial Leadership

- Developed comprehensive revenue forecasting models that aligned marketing investments with projected returns, enabling precise budget allocation that consistently delivered 25%-40% revenue growth.
- Implemented marketing attribution frameworks that quantified channel performance, optimizing budget allocation to reduce customer acquisition costs by 35% while maintaining lead quality and conversion rates.
- Conducted comprehensive ROI analysis for marketing initiatives, developing executive dashboards that translated marketing metrics into financial outcomes for C-suite and board presentations.

Omni-Channel Marketing Strategy

- Architected integrated **omni-channel marketing strategies** that seamlessly connected digital touch points with field experiences, creating cohesive customer journeys that increased conversion rates by 20%.
- Optimized channel mix across paid media, content marketing, email, social, and in-person events, developing **data-driven allocation models** that maximized reach while controlling costs.
- Implemented conversion rate optimization programs across digital and field channels, conducting A/B testing and user experience analysis that improved lead-to-opportunity conversion by 15%.

Business Development & Partnership Strategy

- Structured revenue-sharing **partnership models** that created mutual financial incentives, developing performance-based agreements that generated **\$1M+** in new revenue streams.
- Conducted market expansion analysis to identify high-potential partnership opportunities, developing targeting frameworks that prioritized partners based on revenue potential and strategic alignment.
- Created partner enablement programs that accelerated revenue generation, developing sales collateral, training materials, and go-to-market playbooks that reduced time-to-revenue by **40%**.

Deputy Executive Director & Director of Marketing

Pilgrim Terrace and The Terrace Foundation – Santa Barbara, CA.

09/2017 – 09/2024

Directed executive operations with **P&L responsibility** for two aligned nonprofit organizations with combined annual budgets exceeding **\$2.5M**. Applied commercial marketing and business principles to a nonprofit context, developing **revenue-generating strategies** that enhanced financial sustainability while advancing mission objectives. All while overseeing a staff of 25 employees and 32 volunteers.

Strategic & Executive Leadership

- Co-authored a **five-year strategic plan** that expanded core services by 40% and set firm **KPIs**.
- Served as primary board liaison, translating strategy into daily action while holding full compliance.
- Led COVID-19 crisis response, safeguarding staff and clients while keeping programs running.

Financial Strategy & Revenue Diversification

- Implemented financial modeling and **forecasting processes** that improved budget accuracy by **70%**, enabling more strategic resource allocation and program investment decisions.
- Developed revenue diversification strategy that reduced reliance on any single funding source, creating a balanced portfolio of grants, donations, corporate partnerships, and program revenue.
- Conducted **comprehensive cost-benefit analysis** for all programs and initiatives, implementing performance metrics that guided investment decisions and resource allocation.

Integrated Marketing & Donor Development

- Created omnichannel donor journeys that integrated digital and in-person touchpoints, implementing segmentation and personalization strategies that increased **donor retention by 55%**.
- Developed attribution models that tracked donor acquisition channels, optimizing marketing spend to reduce **cost-per-acquisition by 25%** while increasing average donation value.
- Implemented A/B testing across digital channels and fundraising materials, using data-driven insights to refine messaging and improve conversion rates for donation and volunteer sign-up pages.

Business Development & Strategic Partnerships

- Negotiated corporate sponsorship agreements with value-based pricing models, creating tiered partnership structures that generated **\$150K+ in annual revenue** while providing clear ROI for partners.
- Developed joint venture programs with complementary organizations, creating shared service models that expanded program reach while reducing operational costs through resource sharing.
- Created business cases for new program initiatives, developing financial projections and market analysis that secured board approval and **\$1M+ in multi-year funding** commitments.

Program Development & Family Support

- Rolled out **children's nutritional and garden programs** that grew participation by **35%**
- Brokered countywide partnerships with regional centers and agencies to widen access to food and health services.
- Forged a produce-sharing pact with SB School District and food nonprofits, donating 25,000+ pounds yearly and sourcing low-cost bulk goods that cover 30% of meal-program needs.
- Introduced a **data-driven impact** dashboard, raising beneficiary satisfaction by **45% with a 20% retention** improvement.

EARLY CAREER LEADERSHIP EXPERIENCE

Led revenue generation, business, and client growth initiatives across multiple organizations, developing expertise in sales, sales operations, business development, contract negotiations, account management, and budgeting with consistent delivery of double-digit revenue growth and operational efficiency improvements.

Revenue Generation & Business Growth

- Developed and implemented sales forecasting and pipeline management processes that improved forecast accuracy by **60%**, enabling more strategic resource allocation and growth planning while increasing revenue growth by a minimum of **\$10.5M** yoy.
- Created account-based marketing and sales strategies for key accounts, implementing tiered service models that increased average contract value by **28% while improving retention rates** and growth.
- Conducted comprehensive market analysis to identify expansion opportunities, develop territory plans and go-to-market strategies, and partnership opportunities that accelerated new market penetration.

Operational Excellence & Financial Management

- Implemented sales operations frameworks that improved process efficiency, reducing administrative burden on sales teams, account management, and accounting while increasing selling time by 35%.
- Developed commission structures and incentive programs aligned with business objectives, creating performance-based models that motivated desired behaviors while controlling costs.
- Created financial analysis tools for evaluating deal profitability, implementing margin requirements, and discount governance that protected company profitability while enabling sales flexibility.
- Revamped sales and account management operations through strategic processes implementation resulting in companies bottom line revenue through incremental sales and current client upsell.

TECHNICAL SKILLS

Marketing & Digital : Google Ads, Meta Business Suite, LinkedIn Ads, Google Analytics, SEO, SEM, PPC, HubSpot, Salesforce, Mailchimp, Constant Contact, Klaviyo, LinkedIn Omnichannel Marketing, PR, Branding

Project & Operations Management: Salesforce, HubSpot, Asana, Monday.com, Jira, Slack

Technology & Business Tools: Microsoft Office Suite (Excel, Word, PowerPoint, Outlook), Google Workspace

Financial & P&L Tools: QuickBooks, Sage 100, Financial Modeling, ROI Analysis, Revenue Forecasting, P&L Management, Market Analysis

Creative & Content Development: Adobe Express, Canva, Photoshop, WordPress, Wix, Squarespace, CapCut, iMovie, Final Cut Pro

EDUCATION

B.A. in Sociology & Communications

University of California, Santa Barbara, CA

A.A. in Liberal Arts

Oxnard College, Oxnard, CA

CERTIFICATES

Digital Marketing Executive Program – Northwestern University

Strategic Nonprofit Leadership – Harvard Extension

Google Analytics Certified

HubSpot Marketing Automation Certified