

Mark Wayland Gaither

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25 Years of Experience Building and Leading Teams that Get Results

KEY SKILLS & EXPERIENCE

Non-Profit Development, Marketing, and Communications
Constituent Management Software Implementation
Content Creation & Storytelling
Process & Workflow Design

Team Leadership and Project Management
Creative Team Leadership
Writing, Editing, and Publishing
Formal Presentation/Client Interface

PROFILE OF QUALIFICATIONS

- Experienced storyteller with expertise in donor/volunteer engagement that inspires response.
- Seasoned leader with expertise creating or improving organization, teams, processes, and infrastructure.
- Effective trouble-shooter and change agent, always seeking win-win solutions.
- Versatile and multifaceted leader with experience in several industries, including non-profit marketing and communications, publishing, education, technology, and project management.
- Effective communicator; personable and articulate; effectively build committed teams focused on results—focused on three keys to productivity: objectives, relationships, and accountability.

CAREER HIGHLIGHTS

Driving Costs Down and Revenue Levels Up

As a creative department director in three faith-based ministries:

- Established a new marketing/communications organization and strategy from scratch.
- Created new, low-cost published products to drive donor direct-mail campaigns.
- Redesigned existing published products to reach a targeted audience based on marketing feedback.
- Redefined and streamlined processes to reduce the need for department expansion more than 18 months.
- Established new processes to eliminate double work performed by other departments, which eliminated the need to hire additional personnel.
- Reversed a generally negative department image within the organization to become generally regarded as an essential asset.

Creating New Organization and Processes for Organization Growth

As facilities project manager for a multinational pharmaceutical manufacturer:

- Reduced the number of budget-busting projects to near zero in 18 months.
- Improved quality and productivity of downstream processes as a result of upstream capital improvements.
- Developed a process to cultivate relationships with multiple trusted vendors for competitive bidding.
- Transformed an adversarial capital expenditures process into a collaborative strategy for plant improvement.
- Created team-led project management structure to achieve buy-in across departments and disciplines.
- Led autonomous, antagonistic production departments to view capital expenditures synergistically.
- Improved data collection and reporting to establish a more accurate means of estimating future expenditures.

PROFESSIONAL EXPERIENCE

Global Aid Network (GAIN) - Plano, TX 2014 – 2017

DIRECTOR OF MARKETING AND COMMUNICATIONS

My chief responsibility was to understand the organization's intended message, communicate it with compelling clarity, build a recognizable brand and identity, and then help new donors and volunteers become committed partners in advancing the mission of Global Aid Network. To help GAIN grow into a nationally recognized brand in Christian humanitarian aid and evangelism, I established a Marketing & Communications department while creating and implementing a comprehensive strategy to align communications at each level of the donor pyramid.

H.I.S. BridgeBuilders - Dallas, TX 2012 – 2014

DIRECTOR OF MARKETING AND COMMUNICATIONS

My chief responsibility was to help this Christian, urban transformation ministry become a growing movement. I established a comprehensive marketing and communications strategy involving Web site design and integration, social media, print communications (newsletters, brochures, displays, fliers, etc.), e-mail campaigns, and video production. I was able to accomplish this with virtually no budget and no staff.

Self-Employed - Frisco, TX 2004 – 2016

AUTHOR, COLLABORATIVE WRITER, & EDITOR

Prepared initial drafts of books based on notes, speech transcripts, and interviews; coordinated publishing with editors and designers at Thomas Nelson Publishers, Zondervan, and Tyndale. Clients included Chuck Swindoll, Andy Stanley, Charles Stanley, John MacArthur, John Eldredge, Frank Minirth, and John Tolson.

Insight for Living - Plano, TX 2004 – 2007

DIRECTOR OF CREATIVE MINISTRIES & WRITER

Led a team of writers and editors in the creation and publication of Bible study materials to correspond with the founder's sermons, wrote articles for publication in the ministry's regular publications, and drafted appeal letters and other mass correspondence.

North Texas Professional Career Institute - Dallas, TX 2001 – 2004

INSTRUCTOR (During Seminary)

While in seminary, I taught Pharmacy Mathematics, Introduction to Computer Technology, Professional Development, and Study Skills. I was able to reduce the drop-out rate in courses following mine by 40% by gaining the trust of students from the lowest economic and social strata of our society, and helping them define and pursue their educational goals with confidence.

John J. Kirlin, Inc. - Raleigh, NC 1998 – 1999

PROJECT MANAGER

Directed all facets of the project to complete the contract on time, and under-budget. Responsible for purchasing equipment and material, hiring and managing on-site labor, coordinating with the General Contractor and Engineer, and interfacing with the customer. Large-scale mechanical and plumbing contractor with projects ranging from \$4M to \$35M. Increased change order revenue by 70% *for work already performed* but not recognized or billed. Improved client relations through more effective, complete, and timely reporting of work performed. Received cost-saving bonus from the company on my very first project.

Ajinomoto USA, Inc. - Raleigh, NC 1991 – 1998

PROJECT MANAGER

Oversaw annual capital expenditure budget, served as project manager for expansion and improvement efforts while managing the engineering department. Transformed a chaotic, haphazard capital improvements process into a strategic, team-driven endeavor. Reduced budget-busting projects by more than 50% within the first year, and 75% within three years. Increased project load capacity *with zero additional hires* and greater client satisfaction.

EDUCATION

Dallas Theological Seminary, Dallas, TX

Master of Theology, Academic Ministries with a concentration in Systematic Theology; 2004

North Carolina State University, Raleigh, NC

Bachelor of Science, Mechanical Engineering; 1985