

BRAD STEPHENS

Community & Economic Development Professional

PERSONAL PROFILE

Community and Economic Development Professional with a proven track record of developing, implementing, and coordinating sophisticated projects based on community needs and a background in community-focused research.

EMPLOYMENT HISTORY

Executive Director

REACH, Inc. | Jan 2021 - Present

- Transform the organization from a founder-driven start-up to a stable, growth-oriented organization.
- Built and implemented new systems
- Developed & refined organizational programming & messaging
- Strengthened board and implemented more distributed leadership practices
- Led all fundraising and marketing efforts

Business & Development Manager

Western Virginia Workforce Development Board | July 2019 - March 2021

- Grew and maintained relationships with hundreds of area businesses
- Led marketing efforts to grow the reach of the organization
- Facilitated long-term planning efforts

Director

CoLab Roanoke | Jan 2017 - July 2019

- Manage day-to-day operations of Roanoke's premier coworking and innovation hub
- Convene the Regional Entrepreneurial Coalition
- Develop and implement educational and networking programming
- Run social media, print, and Google marketing efforts
- Determine opportunities for growth and build partnerships

Planner

CityWorks (X)po | Jan 2016 - July 2019

- Develop and run annual placemaking conference
- Host and produce "Big Ideas for Better Places" Podcast
- Develop & implement new year-round programming
- Lead all fundraising and marketing efforts

ACADEMIC PROFILE

Virginia Tech

M.S. in Forestry

Thesis: *Understanding the Tea Party Response to Local Environmental Initiatives: A Conflict Between Individualism and Collectivism*

Centre College

B.A. in Religion

ADDITIONAL PROJECTS

SIMPLE Roanoke - Micro-Foundation

Co-Founder & Convener | Oct 2017 - Present

A new giving circle model that connects funders with good ideas by giving a \$1000 grant each month to a project that benefits the Roanoke community.

Noke Codes

Co-Founder | May 2015 - May 2018

A civic technology organization that we conducted hack-a-thons and helped local community efforts better utilize the technology to pursue their missions.

Big Lick SOUP - Micro-grant Community Meal

Founder | September 2014 - April 2018

A community meal in which four ideas for community change are presented and then voted on with the leading vote-getter receiving a micro-grant.

CONTACT DETAILS

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