



CHILD ABUSE INTERVENTION CENTER

**Russell Mark**

**Application for Yamhill County Local Public Safety Coordinating Council**

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Professionally, I have worked for over 25 years in nonprofit healthcare, serving organizations in Washington DC, New York State, and Taos, New Mexico. I have lived in Yamhill County for over 2 years and led Juliette's House ([www.julietteshouse.org](http://www.julietteshouse.org)) for the past 18 months, serving for 3 months as a consultant to JH prior to becoming the Chief Executive.

In this our 20<sup>th</sup> year of operation, Juliette's House is a 501(c)(3) Child Abuse Intervention Center, serving Yamhill County by working with law enforcement, the DA's office, DHS/CPS, and other social service agencies to help identify child abuse or neglect, provide medical and forensic assessments, and map a treatment course to help these children and their non-offending family members heal and be safe. We are involved in over 200 investigations each year and often called upon to testify at offender trials. Juliette's House is accredited by the National Children's Alliance and is a member of the Oregon Network of Child Abuse Intervention Centers. We are also active members and hosts of Yamhill County's Multidisciplinary Child Advocacy Team.

In addition to assessments, Juliette's House provides a growing array of prevention education programs, many of which are school based. Our intent is to provide empowering and informative materials that engage kids, their families, educators and all stakeholders in recognizing such things as the importance of personal boundaries, the forms that abuse or neglect may take, creating safe environments, and the why and how to report potential abuse. We stress the imperative that each of us has a responsibility to look out for the safety of one another, especially our children.

We believe that our work is a key component to help create an overall safer, healthier, and thriving community. This is why I am interested in serving on this Council. Collaboration, sharing knowledge and resources across sectors and agencies is more vital than ever to effectively meeting today's public safety needs, as well as envision and preparing for our community's needs for the future. By working together strategically, I believe, Yamhill County can continue to be one of the finest communities in the country.

Thank you for your consideration.

A handwritten signature in black ink that reads "Russell Mark". The signature is fluid and cursive.

President/CEO

# Russell A. Mark

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McMinnville, OR 97128

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## PROFILE

**Business Development • Marketing • Fundraising • Strategic Planning  
Management • Operations • Team Leadership • Communications  
Donor/Client Services • Program Management • Finance**

A successful senior executive and innovator with a notable record of achievement and extensive knowledge of the healthcare and philanthropic communities, program development, management, and advocacy. An experienced marketer and communicator who can balance the requirements of the agency's mission with its resource needs. A superb problem-solver who cultivates strategic relationships that build visibility and support.

## QUALIFICATIONS SUMMARY

A results-driven senior executive, recognized for integrity and motivating leadership/team-building skills to ensure the effective execution of complex projects without compromising quality, timeliness and functionality. Extensive background in the following broad-based competencies:

- Organizational & Program Development
- Team Building & Leadership
- Strategic Planning & Alliances Building
- Board & Volunteer Development
- Contract Negotiations
- Marketing / Communications / Media Relations
- Legislative Advocacy
- Fundraising Expertise & Donor Cultivation
- Grant Writing & Grant Management
- Public Speaking & Teaching

## CAREER SYNOPSIS

**Juliette's House, McMinnville, OR**

Present

*PRESIDENT/CEO*

Executive responsible for day-to-day operations, funding cultivation, program management, community partnerships, and advocacy. Serving in leadership of this highly accomplished child abuse prevention and intervention center, overseeing the expansion of its prevention public education and child abuse assessment programs, revenue generation, staff recruitment and retention, overseeing financial management, marketing/communications strategies, regulatory compliance, and HR needs. Juliette's House is a medically-modeled operation, part of a national network of child abuse centers working to both prevent child abuse and intervene to assess when abuse may have occurred, as well as provide referral and follow-up services to facilitate treatment for children and families. Juliette's House is a place of hope and healing.

**Taos Health Systems Inc., Taos, NM**

April 2013 to June 2015

*DIRECTOR OF DEVELOPMENT / MARKETING*

Executive responsible for day-to-day organizational fundraising and marketing management. Directly responsible for revenue generation; donor relations, staff & consultant recruitment, retention, management and marketing oversight. THS is the leading regional hospital in Northern New Mexico with 7 ancillary healthcare provider services. This 79 year old organization had no substantive fundraising infrastructure as of two years ago, and now has multiple revenue platforms, already garnering approximately \$2 million annually in grants and donations for health education. Accomplishments include ongoing rebranding campaign, created a multi-level, bilingual regional ad campaign of patient and family testimonials for New Mexico Health Exchange and developed a strategic capital and endowment campaign. Reported to CEO. Served as community liaison to major stakeholder groups including business, public health & government.

**National Alliance for Caregiving, Bethesda, MD**

February 2011 to April 2013

*CHIEF OPERATING OFFICER AND DIRECTOR PROGRAMS & DEVELOPMENT*

Executive responsible for day-to-day operations, funding cultivation and program management. Directly responsible for program management, revenue generation, staff & consultant recruitment and retention, overseeing all financials, research projects and communications strategies. NAC is the leading national research group on family caregivers and related issues. In addition to research, we provided policy analysis and advocacy on related matters. NAC also delivered ongoing resources and training to over 85 state-based and local family caregiving coalitions across the country.

**National Spinal Cord Injury Association, National**

September 2006 to October 2011

*DIRECTOR, DEVELOPMENT*

*(Later served as a Board member)*

Executive responsible for overall organizational development and marketing partnerships, including: foundation and corporate relations; individual giving programs (major gifts, online giving, memberships); and strategic partnerships for people with spinal cord injury and disease. Managed donor transition process as NSCIA merged with United Spinal Association.

**National Mental Health Association, Alexandria, VA**

March 2000 – August 2006

*VICE PRESIDENT, DEVELOPMENT & MARKETING (2001-2005)*

*SENIOR DIRECTOR, DEVELOPMENT/CORPORATE RELATIONS (2000-2001)*

Directly responsible for bottom line revenue generation; development/marketing staff recruitment, retention, and management; and field staff development training and consultation for this 97-year-old voluntary health and consumer advocacy agency with 340 local affiliates across the country. Created several successful cause-marketing/education programs, distributed through affiliates, schools, trade associations, POP, and other partner organizations.

**KALEIDOSCOPE Network Inc., San Antonio, TX / Washington D.C. May 1990 – Jan. 2000**

*SENIOR DIRECTOR OF MARKETING AND DEVELOPMENT*

For this healthcare media company, developed and managed strategic partnerships for integrated media and fundraising/marketing projects with major nonprofits (e.g., Easter Seals, Arthritis Foundation, United Way of America, Nat'l Mental Health, American Lung) and corporations (e.g. ConAgra, Novo-Nordisk, Schering-Plough, Pfizer) in healthcare and related industries. Developed television and Internet-based health multi-media projects, presented proposals to potential participants and sponsors, and managed the internal project development and external client relations for these projects.

EDUCATION

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Southwestern Baptist Theological Seminary, Ft. Worth, TX

*Master of Arts degree in Communications/School of Religious Education (ordained)*

Baylor University, Waco, TX

*Bachelor of Arts degree in Psychology*

VOLUNTEERISM

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- ◆ Oregon Network of Child Abuse Intervention Centers – Education & Outreach Committee Member
  - ◆ Willamette Valley Medical Center - Volunteer Chaplain
  - ◆ Taos County Chamber of Commerce – past Board Member
  - ◆ Taos Entrepreneurial Network – Advisor
  - ◆ Taos Cancer Support Services – Advisor
  - ◆ National Spinal Cord Injury Association – past National Board Member
  - ◆ Association of Welcoming & Affirming Baptists - past National Board Member