

MARSHALL JOHNSON

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NON-PROFIT CONSERVATION EXECUTIVE

*“Executive Director of Audubon’s Dakota Regional Program”
“Member of the Audubon’s Executive Team, and National Leadership Group”*

Forward-thinking and challenge-driven hunter-conservationist valued for innovation, tenacity, and development of high level fundraising and land conservation programs that achieve organizational objectives. Strong diplomatic skills with a natural affinity for cultivating durable, donor-centric relationships. Proven success in overseeing multimillion-dollar budgets while directing highly-skilled teams towards accomplishing landscape-scale successes. Exceptional communication, goal setting, and decision making abilities complemented by a rare breadth of strategic vision.

AREA OF EXPERTISE

- Strategic Planning & Direction
- Program Development & Execution
- Leadership and Team Management
- Regulatory & Policy Compliance
- Wetlands & Waterfowl Conservation
- Private Lands Conservation
- Conservation Facilities and Programs
- Fundraising & Grant Development
- Market-based Conservation
- Public Speaking & Presentations
- Budget Administration
- Organizational Vision Design

SELECTED CONTRIBUTIONS

Major Gift Fundraising: *Raised \$20m in funding for projects in the Dakotas.*

Executive Leadership: *As the Executive Director for the two-state regional program of the National Audubon Society, successfully increased Audubon Dakota’s annual budget by 5600%, to \$6m, while restructuring the program delivery.*

Talent Manager: *Recruited exceptional group of talented, mission-driven staff members and advisory board. Audubon Dakota program has grown from 1 FTE to 10 FTE’s.*

Market-based Conservation: *Helped pioneer the largest market-based grasslands program in the country by initiating Audubon’s Bird-Friendly Beef program in the Dakotas.*

North American Wetlands Conservation Act (NAWCA): *Successful applicant in attaining two \$1 million grants from the North American Wetlands Conservation Act (NAWCA) Council.*

Partnership Development: *Member of the Prairie Pothole Joint Venture Management Board*

PROFESSIONAL EXPERIENCE

National Audubon Society | Fargo, North Dakota

Vice-President, National Audubon Society

Executive Director, Dakota Regional Program | Apr 2012 – Present

Leverage strong strategic insight in spearheading all aspects of program development and operations for the National Audubon Society’s regional program in the heart of the great plains

- Successfully increased Audubon Dakota’s annual budget by 5600%, to \$6m, while restructuring program delivery.
- Successfully established \$6.0m endowment fund to support sustainable conservation program delivery in the Dakotas.
- Designed and implemented Audubon’s Conservation Ranching Program in the Dakotas, one of the most ambitious market-based working lands’ program in the country. Recruited network of range ecologists to serve at interface of program, responsible for delivering technical assistance to landowners.
- Play an integral role as a member of the Audubon’s Executive Team, and the National Leadership Team, directing company’s operations and conservation programs in North and South Dakota.

- Sole fundraiser for the Audubon Dakota program cultivating highly effective, donor-centric relationships that benefited the organizational mission in large.
- Successfully executed a \$400,000 bird-friendly grazing infrastructure project for Audubon's North Dakota wildlife ranches totaling over 35 miles of fencing and water development, which increased the properties' value enabling Audubon to partner with local producers for the first time in 25 years while increasing earned income revenue by 510%.
- Initiated robust working lands conservation projects at regional level increasing habitat availability for target waterfowl, grassland birds, and wildlife species, which benefited private landowners and producers in the Dakotas.
- Conceptualized and spearheaded the implementation of the Urban Woods & Prairies Initiative, which preserved nearly 2,500 acres across 5 cities as managed, urban green space for wildlife and people to enjoy.

NORTH DAKOTA NATURAL RESOURCES TRUST | Bismarck, North Dakota

President, BOARD OF DIRECTORS | July 2012 – Present

Render fiduciary oversight for the Trust, a \$32m entity, with an annual budget of \$4m, that serves as a facilitator between agricultural and conservation interests as well as identify common issues, create dialogue, and resolve conflicts

- Served as Chairman of the board and finance committee between April 2014 and April 2016.
- Contribute to the team effort to promote the productive use of private agricultural lands and private property rights to enhance and protect long-term private lands and to facilitate effective use of North Dakota's lands both for agriculture and recreation.

EDUCATION

Bachelor's Degree in Business Administration, Business Management – 2009

University of Minnesota – Crookston, MN

VOLUNTEER WORK

Usher Leader – Prairie Heights Community Church – 2009 – Present

Big Brother Mentor – The Village Family Service Center – 2015

Prairie Pothole Joint Venture, Management Board – United States Fish & Wildlife Service – 2013