KRISTIE GOFORTH

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EXPERIENCE

Executive Director
Free Bikes 4 Kidz Madison Inc.

April 2020 - present | Madison, WI

- Established a solid foundation for future growth & increased impact
- Growing the brand county wide through more distribution partners
- Developed a more diverse board of directors to represent those we serve
- Increasing the outreach of the organization in Wisconsin by collecting donated bikes through statewide racing organizations
- On track to giveaway the largest number of bikes yet (2,021 in 2021)

CEO
Monona East Side Business Alliance (MESBA)

July 2014 - November 2019 | Monona, WI

- Led the rebranding initiative for future growth and increased impact
- Built the brand of the organization to represent a progressive business membership association based on fresh ideas
- Developed and launched a new website and community magazine that have become revered resources throughout the area
- Doubled the membership roll in 18 months; tripled in 3 years
- Positioned the Alliance as a thriving economic development organization in the Madison region
- Diversified revenue streams for future stability

Communications Director
Fitchburg Chamber Visitor & Business Bureau

July 2011 - July 2013 | Fitchburg, WI

- Led the rebranding initiative to a convention and visitors bureau
- Created all of the supporting graphics for the rebranding
- Developed and launched the new website with numerous tools for members to promote themselves
- Brought numerous projects in house to become major revenue streams
- Assisted with the rebranding of the City of Fitchburg
- Wrote application for the first Bicycle Friendly Community award

Founder and Creative Director
Chrysalis Design Works LLC

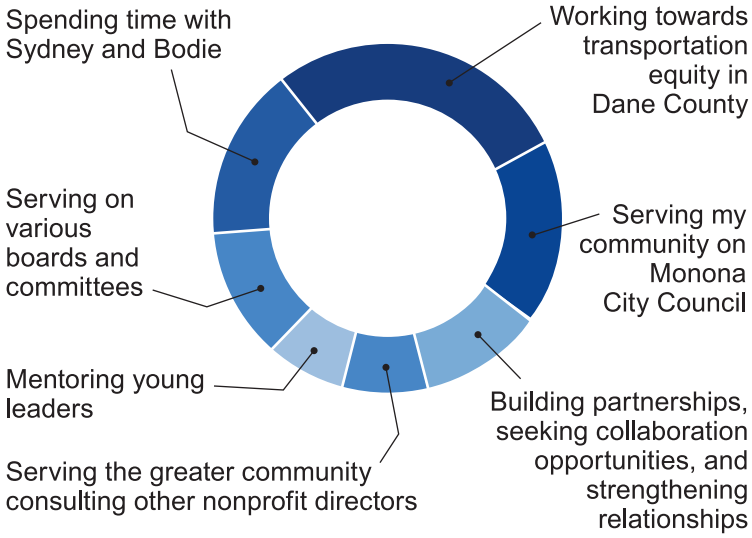
July 2000 - July 2010 | Madison, WI

- Started a design agency from the ground up without loans
- Grew the agency from a cartography firm to a full design agency
- Elevated the company to $500,000/year in annual sales
- Created jobs for and managed four employees
- Prepared, marketed, and managed the sale of the company

LIFE PHILOSOPHY

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty."

A DAY OF MY LIFE



MOST PROUD OF

- Having the strength to turn an organization around and make it successful
- Building a business from scratch
- Not giving up hope on achieving a higher education
- Inspiring other women, especially those that grew up in poverty like me, to believe that they can
- Being the first Native American to be elected in Monona

EDUCATION

B.A. in Geography
University of Wisconsin-Madison
September 1994 - December 1998

B.A. in Conservation Biology
University of Wisconsin-Madison
September 1994 - December 1998

VOLUNTEER POSITIONS

- Wisconsin Bike Fed Board of Directors
- Dane County Parks Commissioner
- Dane Arts Grant Review Panel
- Monona Grove Schools Community Engagement Committee
- Momentum Urban Arts Fest Co-Founder