



toddbemis

GET IN TOUCH

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EDUCATION

BENVD / Architecture
University of Colorado
Boulder, CO

**Advanced + Senior
Management Program**
Babson College
Omnicom University
Boston, MA

Designing Strategy
IDEO U
Certificate Program

*Let's concept
en Español!*

Hi, I'm Todd. I build creative systems that move nonprofits and their supporters.

For 25 years I've been building things — creative systems, strategic frameworks, and the kind of deeply connective foundations that nonprofit organizations are still relying on a decade later.

I find the ideas that make a donor forget they're being asked for something. The ones that make them feel like they found something instead. Those ideas become the foundations of everything else worth building.

The tools change — hello **AI**!. The fundamental challenge doesn't — how do you help a mission-driven organization show up in the world as its truest self, consistently, in ways that bring people and their communities to action.

At the heart of it, I believe compassion is one of the most powerful things we humans do.

Our work should honor that.

SELECT CLIENTS

Make-A-Wish
March of Dimes
Habitat for Humanity
The Salvation Army
World Vision
Mercy Ships

Operation Smile
Fred Hutch Cancer Institute
American Leprosy Mission
Save The Children
Food For The Poor
& others...

Syndicated Groups:
Children's Hospitals
Animal Welfare
Rescue Missions
Food Banks

EXPERIENCE

VP, Client Innovation | The Lukens Company | 10/22 - present

At TLC, I lead innovation and creative strategy for a national portfolio of nonprofit and advocacy clients. I also developed key AI tools and skillsets in discovery and presentation for new business teams.

Partner with data and strategy groups to create membership renewal systems, persona-based, AI-iterated content platforms and new business audits

Launch a Latino audience practice to help national organizations grow authentically with Hispanic communities through culturally fluent messaging and strategy—not just rank translations



PEOPLE SAY...

Todd creates a positive energy that is absorbed through osmosis by everyone in his ecosystem – **an energy that makes culture stronger**, and gives purpose to those who are lucky enough to be on his team.

—Jason Rhoades,
Founder Toolbox 9

I've known Todd as his client, and I've known Todd as his colleague.

Both Todds are the same best of the best kind and creative humans I could have ever hoped to work with and learn from.

—Adrian White-Slagel,
CMO, The USO

*Some of my
best friends are
data nerds!*

EXPERIENCE

VP, Group Creative Director | Grizzard/One&All | 2012 – 2022

Led creative, digital, UX, and strategy teams through a decade of transformation— evolving from traditional direct response into a modern, digital-first fundraising partner for some of the nation's most-loved nonprofits.

Directed national creative teams delivering omni-channel campaigns for nonprofit clients with budgets from \$2M to \$20M+, consistently driving growth while maintaining creative standards

Built unified strategic donor experiences across every channel with scalable systems that felt personal—giving teams frameworks without straitjackets

Led CX "North Star" workshops that translated leadership vision and donor insights into roadmaps teams could execute and live by

Developed emerging leaders and championed a culture where creativity and accountability reinforced each other

VP, Group Creative Director + Strategy | BKV Advertising | 1998 – 2012

Founded the agency's digital practice, building a team to serve commercial and nonprofit clients across display, search, email, web platforms, and lead generation programs.

SPEAKERSHIP & PASSIONS

Honest Mission Messaging
Fundraising for Latinos
Branding for Fundraising
Finding Your CX North Star

Digital Transformation
CX Lifecycle Design
Are You Smarter Than a CD?
Neuroscience of Design

The COVID Pivot
How to Say "Thank You"
The Perfect Donor Journey
Creating Advocates

LEFT & RIGHT-BRAINED LEADERSHIP

Outcome-focused, not output-focused
Lead with empathy, decide with data
Obsessive about results

Bridge builder between creative and strategy
Set vision, then get out of the way
Value work that moves people—and numbers