



B.J. Rogers, CDET

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My Clifton Strengths Top 5: Connectedness Input Learner Arranger Individualization

A few things I'm good at:

Intentional **leadership practitioner** over decades of work and partnership in the mission-based, higher education, and political sectors

Nonprofit executive with community and national experience in comms, culture, team engagement, program development and evaluation, advocacy, financial management, community organizing, media and public relations, and grant writing

Experienced **consultant, facilitator, coach, teacher, and speaker**; seasoned keynote speaker at regional and national conferences; certified teacher in adult learning theory and design

Inclusive convener with abiding commitment to equity, social justice, diversity and program/policy development that prioritizes the input of constituents and stakeholders

25 Years of Professional Experience:



Consultant & Owner
Broadlight Consulting, LLC

January 2021 - Present

Work in partnership with mission-based and impact-driven individuals and organizations to increase impact through service, change, and high-quality programs and workplace culture.



Chief Learning Officer
Emancipet

December 2021 – May 2023

Leadership and oversight of all external training and consulting services, internal training design, and internal communication strategies. Strategy and organizational thought partner to CEO.



Chief Communication Officer
Emancipet

February 2019 – December 2021

Leadership and oversight of all training and consulting services, PR, marketing, fundraising, and communication functions.



Vice President, Training & Organizational Development
Emancipet

July 2018 – January 2019

Development and delivery of public and custom leadership, social change, and operations trainings. Senior team member developing strategy for national service and program expansion.



Chief Operating Officer
Echo&Co

February 2018 – June 2018

Senior executive at a digital services and strategy firm working with mission-based organizations to further impact and social change. Responsible for establishing effective approaches to client and staff happiness, creating space and opportunity for the exercise of leadership, and ensuring the health and development of the business.



Vice President, ProLearning
American Society for the Prevention of Cruelty to Animals

2014 - 2017

Senior executive leading field-facing communication and training, content marketing, online training and national campaigns through ASPCApro.org and related properties.



Senior Director, ProLearning
American Society for the Prevention of Cruelty to Animals

Jan – Nov 2014

Department leader responsible for success of major projects and campaigns, effective leadership, advancing the priorities of the organization and the integrated strategic plan.



Director, Community Initiatives
American Society for the Prevention of Cruelty to Animals

2011 - 2014

Organizational consultant to private and municipal animal welfare organizations, grant officer, and community liaison to ASPCA Partnership communities.



Executive Director
Humane Society of Chittenden County

2005 - 2011

Chief executive overseeing budget and financial development, program development and evaluation, communication strategy, and PR. Pursued and rebuilt relationships with previously estranged partners and donors. Doubled funds in reserve/endowment.



Director of Community Relations
Vermont Children's Aid Society

2004 - 2005

Oversaw marketing, fundraising, and public relations functions for historic child and family service agency. Advisor to executive director on strategic and financial matters.



Director of Communication/Press Secretary
Clavelle for Governor

2004

Press secretary and policy advisor handling all media communication, paid and earned media strategies, speechwriting, communication strategy, and state party coordination.




Executive Director
Outright Vermont


2001 - 2004


Rebuilt community-based nonprofit organization in fiscal turmoil and a targeted campaign of disinformation. Guided Vermont's only organization dedicated to addressing the needs and challenges of LGBTQ youth. Initiated constituent representation on Board of Directors.

Where I've (formally) learned:

 **Executive Certificate in Public Leadership** 2018
Harvard University, John F. Kennedy School of Government Executive Education

 **Certified Dialogue Education Teacher** 2014 - Present
Global Learning Partners

 **Certified Animal Welfare Administrator** 2011 - 2023 2011 – 2023
Association for Animal Welfare Advancement

 **Stafford Scholar 2005** 2005
University of Vermont, Educational Leadership Program

 **Bachelor of Arts, Magna Cum Laude 1998** 1998
Saint Michael's College

Boards & Committees I've served on:

Humane Society of Chittenden County, Board Member 2018 – 2021
Samara Fund of Vermont, Scholarship Committee (Chair 2006-2008) 2001 – 2018
Vermont Humane Federation, Board Member (one year hiatus 2007-2008) 2006 – 2015
New England Federation of Humane Societies, Advisory Council Member 2007 – 2015

A selection of sessions I've presented & things I've written:

- “The Power of Purpose: How Organizational Identity Drives Engagement,” Texas Unites, 2022
- “Trust: The Ultimate Macronutrient for a Healthy Organization,” Texas Unites, 2022
- “Starting with Why: Know Your Purpose and Name Your Bottom Lines,” High-Quality, High-Volume Spay and Neuter and Other Surgeries, Wiley-Blackwell, 2020
- “Hiring for Impact, Hiring for Culture,” High-Quality, High-Volume Spay and Neuter and Other Surgeries, Wiley-Blackwell, 2020
- “No Authority? No Big Deal!: Leadership at Any Level”, New England Federation of Humane Societies Conference, 2019
- “Using Purpose-Driven Messages to Tell Your Story,” New England Federation of Humane Societies Conference, 2019
- “Programs for People, Impact for Pets: Social Change and Human-Centered Design,” Texas Unites, 2019
- “No Authority? No Big Deal!: Leadership at Any Level”, Texas Unites, 2019
- “Outreach Basics: It Starts With Attitude,” TN Animal Care & Control, 2019
- “The Organizational Petri Dish: Why Culture is the Key to Impact,” Tennessee Animal Care & Control Conference, 2019

- “Fundraise for Owned Animals By Focusing on Your Why: Using Purpose-Driven Messages to Tell Your Story,” HSUS EXPO, 2019
- “Big Impact: An Introduction to Social Change,” AAWA Annual Conference, 2019
- “Big Impact: An Introduction to Social Change,” ASPCApro Webinar, 2019
- “Leadership is a Practice: Why You Don’t Need Authority to Lead,” ASPCApro Webinar, 2019
- “The Power of Purpose: How Knowing What You Believe Will Increase Your Impact,” ASPCApro Webinar, 2019
- “The Cure for Compassion Fatigue: Programs That Will Save Lives and Change Yours,” Humane Canada Conference, 2018
- “Driving the What and How with a Meaningful Why,” Humane Canada Conference, 2018
- “Driving the What and How with a Meaningful Why,” Texas Unites Conference, 2018
- “The Cure for Compassion Fatigue: Programs That Will Save Lives and Change Yours,” Texas Unites Conference, 2018
- “Driving the What and How with a Meaningful Why,” New England Federation of Humane Societies Conference, 2018
- “The Cure for Compassion Fatigue: Programs That Will Save Lives and Change Yours,” New England Federation of Humane Societies Conference, 2018
- “Cultivating Emotional Intelligence to Manage Change & Exercise Better Leadership,” Keynote, New Mexico Humane Conference, 2017
- “It’s Not Them, It’s You: Your Role in Tackling the Challenges of Working with People,” Carolinas Unite Conference, 2017
- “Bringing it Home: From the Workshop to the Real World,” Carolinas Unite Conference, 2017
- “Leadership at Any Level: Making Title Trivial,” Minnesota Animal Welfare Conference, 2017
- “Leadership at Any Level: Making Title Trivial,” Carolinas Unite Conference, 2017
- “All the Feels: Exercising Leadership and Managing Change by Cultivating Emotional Intelligence,” Half Day Pre-Conference Session, New England Federation of Humane Societies Conference, 2017
- “Bringing it Home: From the Workshop to the Real World,” New England Federation of Humane Societies Conference, 2017
- “Leadership at Any Level: Making Title Trivial,” Colorado Animal Welfare Conference, 2017
- “Bringing it Home: From the Workshop to the Real World,” Colorado Animal Welfare Conference, 2017
- “It’s Not Them, It’s You: Your Role in Tackling the Challenges of Working with People,” Texas Unites Conference, 2017
- “Bringing it Home: From the Workshop to the Real World,” Texas Unites Conference, 2017
- “Better Communication, Better Service,” Staff Training, Humane Rescue Alliance, 2017
- “A Matter of Trust: A Human Service Approach to Animal Welfare,” Keynote, Texas Unites Conference, 2016
- “Nothing So Practical as a Good Theory,” Texas Unites Conference, 2016