

Jon Hirst

Phone: 719-494-6015 (cell)

E-mail: jonhirst@generousmind.com

Web: www.generousmind.com



www.facebook.com/jonhirst



<https://www.linkedin.com/in/jonhirst/>



www.twitter.com/generousmind

Career Summary

As a nonprofit executive, I have seen God weave together my passions for global missions, technology and communications. Between my time living internationally, my experience working with the Global South Church, my engagement with US donors and my extensive work with nonprofits, I feel that I can provide decisive and humble leadership by God's grace and strength.

Education

1994-1998, Bachelor of Arts in Communications and a Minor in Sociology, Judson University

Positions Held

2005—Present, Co-owner

Generous Mind LLC

- Launched a next generation service organization focused on mentoring thought leaders to develop products and provide leadership in the causes God has called them to represent.
- Provided mentoring to non-profit, business and academic leaders seeking to be generous minds.

2012—2017, President/CEO

GMI (Global Mapping International)

- Provided overall leadership in a crisis situation and in the subsequent turnaround.
- Led the organization through a leadership, strategy, branding transition.
- Designed and implemented a new cause for the organization—Knowledge Stewardship.
- Consistently generated \$500,000 in annual giving and launched 2 giving programs.
- Design of service and product business models and strategies for sustainable revenue.
- Launched an Evaluation Practice to provide ministries with program evaluation services.
- Served as publisher for over 20 new product launches.
- Provided thought leadership in the mission community through regular speaking, writing and consulting efforts.
- Innovated with the first missions infographic service—www.missiographics.com.

2011—2012, Marketing Manager

Olive Technology

- Identified the need for and is providing leadership in the development of an extensive Customer Experience Program in a cross-cultural context.
- Designed and implemented a marketing strategy (PR, cause development, and social media).

2010—2011, Account Manager

NOVO Ink

- Launched the product development process and built a catalogue of 1000 titles.
- Delivered a comprehensive marketing/social media training program for authors.
- Responsible for pricing structures, publishing standards and sales projections.

2010, Social Media Co-Manager

Lausanne Congress on World Evangelization—Capetown 2010

- Developed the network to 30 members and over 250,000 unique monthly views in one month.
- Engaged the entire Lausanne audience via regular posts on their blog before, during and after the event.
- Built relationships with thought leaders throughout the Lausanne ecosystem and mobilized them to share what they were learning.





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2009—2010, Director

.W (Doers of the Word)

- Coached clients as they implemented Transformational Giving (a discipleship-based fundraising process) and developed intentional tools and resources to equip them in development work.
- Received in-depth training in next-generation fundraising through hands-on mentoring.
- Led the creative team providing services which included strategy development, copywriting, web development, social media implementation and marketing plan implementation.
- Worked to implement a next-generation mission agency fundraising model .

2005—2009, Executive Director of Strategic Communication

HCJB Global

- Provided leadership to the organization's multi-year re-branding and new donor acquisition efforts; including strategy development, project management and budget oversight.
- Developed in-depth relationships with Senior Executives, Regional Leaders and the Board of Trustees in order to provide advice and guidance on communications/programmatic issues.
- Led global communications team responsible for all branding, marketing, direct mail, internal/external communications, public relations, and communications tools.
- Supported the president in major programmatic and strategy shift affecting global operations.

2001—2005, VP of Strategic Development

DEVTECH

- Launched a startup organization designed to empower nonprofits to engage in innovation; quickly engaging a core of 8-10 ministry partners annually in significant infrastructure/innovation projects and consultancies.
- Directed sales, partnership development, consulting and strategic planning.
- Worked with teams from India, Ukraine, Mexico and Ecuador to deliver tech services.



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Organizations Served

Tech Services: SIL International, the Forum of Bible Agencies, the Billy Graham Center, TEAM, Link Care Center, Evangelical Christian Publishing Association (ECPA), American Bible Society, The Bible League, and Baptist General Conference (now Converge).

Branding Support: Inspiracom, HCJB Global, Link Care Center, One Hope.

Evaluation Services: SIM International, and JAARS.

Marketing/Social Media Services: Seed Company, Elevate Publishing, Acton Institute, Lausanne, Bibles for the World, Waterstone, In Christ Communications, and SIM International.

Research Consulting: Assemblies of God World Mission, CityTeam, ACMI, Tyndale House Foundation, Bethany International, and Langham Partnership.

Infographic Development: Frontier Fellowship, Community Bible Study, AWBE, Tyndale House Foundation, CMM, and World Mission.

Conference Presentations (<https://www.slideshare.net/JonHirst>)

Mission Information Workers Conference: “Knowledge Stewardship”

International Wholistic Missions Conference: “Beyond the Tents”

Mission Connexion: “7 Stats You Need to Know to Serve the King”

Evangelical Christian Publishing Association: “Thin Slicing the World”

Evangelical Press Association: “Taking Inventory of Your Content and Repurposing It,” “Situational Security: A framework for security within communications,” “Innovation in Communications,” and “Creating Content Ecosystems.” “Communicating in an Infographic World,” “Making Infographics a Reality.”

Internet Evangelism Coalition: Seminar on Internet Evangelism.

Littworld 09 (Nairobi, Kenya): “Digital Tools for Marketing Your Idea.”

NAUCP (Conference for Ministry in a Closed Country): “Adventures in Changing Plans.”

Missio Nexus Personnel Conf.: “Creating a Learning Strategy for Global Ministry.”

Publications (<https://www.amazon.com/Jon-Hirst/e/B01JUYIUGW>)

Authored or co-authored articles published in Lausanne World Pulse Magazine, National Religious Broadcaster’s magazine, Momentum Magazine, and multiple guest blog posts.

Authored *The Calling of the Knowledge Steward* (published by GMI Books).

Co-authored *Our Anchor in a World Adrift* with Marlene Legaspi-Munar (published by GMI Books).

Co-edited *Innovation in Mission* with Rev. Jim Reapsome (published by IVP).

Co-authored *Through the River: Understanding your assumptions about truth*, with Mindy Hirst and Dr. Paul Hiebert (published by IVP).

Cross-cultural Skills

Spanish (Fluent) – Lived 15 years in Latin America: Costa Rica, Argentina and Venezuela.

Traveled in Asia, Africa, Europe, North America, South America and the CIS.

Leadership Skills

- Leadership in Partnerships
- Coaching and Mentoring Staff
- Ability to Lead Creative/Technical Staff
- Knowledge of Global Ministry Arena
- Decision Maker: content, staff and budget
- Management: teams as large as 10 staff

Communications Skills

- Writing: proposal, fundraising and creative
- Marketing: traditional and social media
- Communications and Change Management Plan Development and Execution
- Project Management: print, web and branding
- Speaking: Seminar and plenary experience