

Bil Hood

A Creative Direction

Contact

 (206) 650-9067

 bil@bilhood.com

Education

MA ORG LEADERSHIP
Concordia University Irvine
2019

SMP PASTOR
Concordia Seminary St. Louis
2013

BA COMMUNICATION
University of Washington
1991

Skills

IDEATION
ACTIVATOR
STRATEGY
FUTURISTIC
ADAPTABILITY

References

DR. JOHN NUNES
President,
California Lutheran University

CHRISTIAN MUNGAI
Global Engagement Pastor, Mariners
Church

FRED CHAMBERS
Financial Advisor,
Thrivent Financial

TIM RUNTSCH
Senior Pastor,
Redeemer, Fort Collins

Additional references available
upon request

About me

Innovative leader with 20+ years of experience guiding engagement strategy across both corporate and nonprofit sectors. Expert in large-scale event production, donor cultivation, and brand storytelling for Fortune 500 clients and faith-based institutions. Recognized as a team leader generating over \$100 million in fundraising revenue, producing nationally broadcast content, and directing stadium sized events. Known for cultivating meaningful partnerships, mobilizing teams, and executing mission-aligned initiatives that inspire generosity and drive growth.

Core Competencies

- Strategic Fundraising & Donor Engagement
- Community & Corporate Partnerships
- Team Leadership & Development
- Volunteer Mobilization
- Multi-Channel Storytelling
- Broadcast & Event Production
- Campaign Development

Professional Experience

SENIOR DIRECTOR OF EXTERNAL RELATIONS

Concordia University Irvine | 2013-Present

- Team Leader on a \$100M comprehensive campaign and secured major gifts to advance institutional mission.
- Produced and directed Concordia Christmas on PBS, expanding from 6 local to 2,000+ national airings and winning 14 International Telly Awards.
- Led all major donor engagement events including the Annual Gala of Stars (\$1,000,000 raised annually) and the Golden Eagle Golf Classic.
- Built strategic partnerships with civic, business, and faith-based leaders to enhance Concordia's regional and national reputation.
- Mobilized 1,000+ students, faculty, and staff annually through Concordia Serves community service initiative.

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Recognition & Awards

- 14 International Telly Awards (Producer/Director)
- LA Area Emmy eligible (3x)
- Gold Award – International Multi-Image Festival

Corporate & Nonprofit Clients

Microsoft
Disney Vacation Club
Starbucks
The Billy Graham Evangelistic Association
AT&T
Intel
Nintendo
Oracle
Kenworth Trucks
Evangelical Lutheran Church in America
Peterbilt
Children's Circle of Care
United Way
Holland America
PACCAR
Alaska Airlines
The Diocese of Orange County
Princess Tours
Safeco Insurance
Weyerhaeuser
Westin Hotels

Work Experience Continued

PRODUCER & PRINCIPAL CONSULTANT

Genesis One Design | 1996-2013

- Produced award-winning videos and donor media for ministries, nonprofits, and corporate clients.
- Directed creative strategy, storytelling, and execution for national initiatives and capital campaigns.
- Projects included: Microsoft Blue Hat Conference, ELCA National Youth Gathering, Children's Circle of Care with Bill Gates Sr., TheGoal.com.
- Oversaw re-branding, web design, and marketing strategies for organizations undergoing growth or transformation.

PRODUCER

Watts/Silverstein & Associates | 1991-1996

- Managed high-profile corporate events and media productions from concept through execution.
- Directed logistics, creative development, team leadership, and on-site management.
- Clients included Disney Vacation Club, Nintendo, and Kenworth Trucks.

Boards & Associations

- LCMS Youth Gathering – Mass Event Director (2019/22/25)
- Western Alliance of Lutheran Secondary Schools – Host
- Association of Lutheran Secondary Schools – Board Member
- Television Academy & Gospel Music Association – Member
- Love Irvine – Community Service Leader
- Former Board Member – Orange Lutheran High School