



# 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