



As a business professional with over 17 years of experience, Kelcie Parra has provided innovative ideas and strategic thinking to organizations of various sizes and industries, delivering robust results using limited resources. Her areas of strength include leadership, management, conflict resolution, community engagement, budget administration, strategic planning, fundraising, program administration, and marketing and communication.

At San Diego Pride, Kelcie served as the Deputy Executive Director serving as the lead staff member in the absence of the Executive Director and working closely with the Executive Director and the Board of Directors in all development, fundraising, strategic, and operational endeavors. During her tenure, Kelcie oversaw all areas of the organization's development efforts, including sponsorships, individual donations, and grant writing. She was responsible for a 67% increase in revenue within the first year. She was also responsible for developing and implementing the organization's strategy to diversify revenue to support San Diego Pride's year-round programming and operational expenses. Prior to that, Kelcie served as the Senior Director of Employment Services at The Arc of San Diego, where she directed and provided leadership for simultaneous work streams and projects that provided employment services for individuals with disabilities. Kelcie oversaw a \$16 million budget and 300 staff through a particularly trying time during the pandemic, utilizing her servant-leadership style to support staff and clients. From 2015 to 2020, Kelcie served as the Supervisor of the Poway Center for the Performing Arts at the City of Poway. In this role, she managed all aspects of theatre operations, including staffing, fiscal oversight, identifying operational efficiencies, day-to-day operations, and preparing and presenting staff reports for City Council. She was responsible for creating and maintaining community partnerships as well as liaising with the Poway Unified School District on pivotal joint-use agreements.

Overall, she is a results-driven business professional with proven success in leadership, strategic planning, program administration, and fundraising. She is adept at building and maintaining relationships with stakeholders, providing sound fiscal oversight, and implementing programs that drive growth and success while providing vital services for the community.