

James S. Anderson, CFRE



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Areas of Expertise

Organizational Communications and Crisis Management
Donor Psychographic Profile Analysis
Digital Media and Live Stream Event Production
Market Research Interpretation, Design, and Implementation
Sales and Sales Management Training and Mentoring
Sponsorship program critique and creation
Interim Executive Leadership
Presentation Development, Consultation, and Delivery

Jim Anderson, CFRE, Partner, has more than 30 years of sales and training experience through his positions with local media and national consumer research companies such as Nielsen Media, Simmons, and Scarborough Research. Consistently recognized as a top revenue producer, Jim earned the Sales Executive of the Year, Negotiator of the Year, New Business, and Over Achiever awards, among many other accolades. Jim's teams broke the corporate records for the largest group contract, the highest renewal rate, and the highest annual revenue.

Looking for new opportunities in the third sector, Jim migrated into the nonprofit arena in 2005. Jim specializes in marketing and branding strategy, multimedia production, sales and sponsorship training, board and organizational training, and executive coaching. Jim also frequently supports public media on-air fundraising with passionate, entertaining, and compelling on-air appeals coast to coast. Furthermore, in underwriting sales for public broadcasting, Jim's teams set records for the highest gross contract year, highest gross contract month, and the highest development year in station history. As counsel, he serves as Underwriting Manager for KAWC Colorado River Public Media and Border Radio in Yuma, Arizona.

Jim has extensive multimedia production experience with a focus on education and training programs. He wrote, directed, and produced interactive sales training video programs now implemented in more than 300 television and radio stations. As a director/producer of Interactive Instructional Television and Distance Learning for Northern Arizona University (NAU), Jim produced programming utilized by educators in North America, Europe, and the Pacific Rim. As an instructor at Northern Arizona University, he received superior evaluations from the hundreds of students who participated in his "Communications Analysis" and "Sales, Research, Marketing and Promotion" classes.

Jim earned a Bachelor of Arts degree, magna cum laude, in Broadcast Management with dual minors in Business Administration and Spanish Language from NAU. He is an Association of Fundraising Professionals (AFP) Faculty Training Academy graduate and is President of AFP Northern Arizona in 2019-2020, having previously served in 2013-2014. Jim also served on the AFP International Communications and Marketing Committee and Committee on Directorship. In 2010, Jim was the AFP Northern Arizona Fundraising Professional of the Year. Jim achieved his Certified Fundraising Executive (CFRE) credential in 2013 and is certified through 2022. Jim speaks Spanish, is an avid photographer, and has more than 75 million views of his photos on Google Maps. He also married his cousin, but it didn't last.