

Prakash Laufer

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EXECUTIVE & CONSULTING POSITIONS IN: MARKETING, PROJECT and MEMBERSHIP MANAGEMENT SYSTEMS, and INFORMATION TECHNOLOGY

Skill Areas:

- ◇ Non-Profit Development
- ◇ Word Press Webmaster
- ◇ Fundraising/Grant Management
- ◇ Participatory Management
- ◇ Community Arts Development
- ◇ Strategic Planning
- ◇ Socially Responsible Business Practices
- ◇ Employee Stock Ownership Planning
- ◇ Community Arts Development

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- ◇ MS Office (Advanced Excel user)
 - ◇ Google Documents and Google Forms and Google Apps
 - ◇ Web survey tools (Obsurvey)
 - ◇ Constant Contact and Mail Chimp Email Platforms
 - ◇ Big Commerce - E-Commerce Platform
 - ◇ On-line Membership Systems (Wild Apricot Membership Web Platform)
 - ◇ Project and Contact Management (BaseCamp and HighRise Web Platform)

Professional Experience

Publisher and Founder of Together: A newsletter of Community Collaboration 2011 – now

- ◇ Published first issue – Food for All in June 2011 in partnership with Grow Food Northampton. Printed 16,000 copies - full color 16 page newsletter. Mailed to every home and business in Northampton.
- ◇ Second Issue – Printed 16,000 copies of a 32 page Energy for All Issue in collaboration with the Northampton Energy Sustainability Commission. Mailed to everyone in Northampton in July 2012.
- ◇ See www.letusmovetogether.org

Webmaster and Administrator for Ananda Marga Yoga Teacher Training 2012 - now

- ◇ Manage Word Press Site for AMYTT (www.amytc.net)
- ◇ Set up Wild Apricot Membership platform for event registration, email communications and member management.
- ◇ Develop contracts for and manage registrations for twenty day residential yoga teacher training programs in the US, Mexico, Portugal, Iceland and Ghana in 2012 and 2013.

Webmaster Infant Massage USA 2011 – now

- ◇ Manage Word Press Site for Infant Massage USA
- ◇ Set up and manage IMUSA Facebook page integrated with www.infantmassageusa.org.

- ◇ Set up Wild Apricot On-line Membership Management System for IMUSA. In the first year of operation membership renewal income increased by 67 % (\$19,000)

Webmaster International Association of Infant Massage

2006 – now

- ◇ Managed website (www.iaim.net) for an international organization with chapters and contact persons in 54 countries.
- ◇ Managed successful transition to an entirely new Word Press website in 2012.
- ◇ Manage the web hosting platform for IAIM.net and the MailMan list serv program.

**The Brick House Community Resource Center, Turners Falls MA.
Executive Director**

2007 –2010

Transformed 100+ year old fire-station into vibrant community arts & performance space with drop-in teen center, recording studio and movement studio.

Accomplishments:

- ◇ Managed a \$200,000 annual budget
- ◇ Acquired \$50 - \$70,000 in annual funding from: Community Development Block Grants, Department of Public Health and the Community Foundation of Western MA grant
- ◇ Awarded 5 year \$125,000 annual Drug Free Communities grant for funding the Gill-Montague Community School Partnership
- ◇ Developed Green Jobs and Community Owned Green Business programs in collaboration with Coop Power and 2 Summer Youth Employment Programs with the Regional Employment Board
- ◇ Worked with board members and staff to successfully launch PowerTown Music – a social enterprise of the Brick House working with youth, musicians and the community in 2010.
- ◇ Organized 20+ community festivals, concerts, fundraisers. Published bi-annual 16 page full color newsletter mailed to every home and business in Gill and Montague. Funded by offsetting costs with partners, grants and business advertisements.
- ◇ Coordinated consistent communications with staff and board and for maintaining and developing on going relationships with community organizations, existing members and media contacts.

Mother2baby Inc, Northampton MA

2007 – present

Bookkeeper and Marketing Director

- ◇ Manage the finances and coordinate marketing efforts for a national training and consulting business run by an Instructor-trainer with the International Association of Infant Massage.
- ◇ Install and manage Quickbooks On-line.

Grew Motherwear from a small home business with sales of \$57,000 to \$11 Million and 65 employees. Motherwear was on the Inc magazine 500 list for two years and was the pioneer and founder of this niche market. Motherwear designs, manufactures and sells via the web and mail, clothing for breastfeeding mothers.

Responsible for:

- ◇ Strategic planning, and organizational development
- ◇ Developed and managed business technology and information systems.
- ◇ By 2006 Motherwear's ecommerce generated 85% of annual sales.
- ◇ Designed and programmed customer database and catalog management system
- ◇ Marketing, merchandising and financial analysis and reporting systems. Developed comprehensive and automatic reporting systems for every department.
- ◇ Developed, supervised and mentored staff in Finance, Operations, IT and Marketing departments.
- ◇ Introduced environmental auditing; open book and participatory management systems; socially responsible business practices; and an Employee Stock Ownership plan (ESOP).

Affiliations and Leadership Roles

- ◇ Webmaster, registrar and database developer for the national Economic Democracy Conference: (www.economicdemocracyconference.org) (2012)
- ◇ Board of Directors President for United for a Fair Economy 2008-2011 Board Member 2006-2008
- ◇ Board of Directors Member: Greenfield Office, Department of Children and Families 2009 – 2011
- ◇ Youth Council of the Franklin-Hampshire Regional Employment Board member 2008-2010
- ◇ Founding member of Connecticut River Valley Businesses for Social Responsibility/ Business Alliance for a Local Living Economy.

Community Arts Involvement

- **Dance Spirit-** – Finance Manager, Marketing and fundraising organizer & DJ for weekly dance organization in Northampton 2006-Present (www.dancespirit.org)
- Organized 15 concerts for **Do-Gooders Club** in Florence MA to benefit community groups 2005-2007
- Conceived and organized 12 Performing Art Concerts in local Nursing through a grant from the **Highland Valley Elder Services**
- **Creator and organizer of Earthdance** Annual Film Festivals 2006 2007

Education

- Masters of Education in Dance-Movement Therapy Antioch New England, Keene, New Hampshire
- Bachelors of Arts Education /Psychology (Cum Laude) Dartmouth College Hanover, New Hampshire

References: Available upon request.