

Una Wirkebau

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PROFESSIONAL SUMMARY

Dynamic strategist and development expert with over 30 years of demonstrated achievement from Australia to Alaska. Highly effective leader, out-of-the-box thinker, and culturally-conscious professional with a passion for connecting people to one another and creating memorable experiences for clients spanning the globe.

SKILLS & EXPERTISE

Marketing & Communications: Media Relations · Go-To-Market Strategy · Social Media · B2B · Events · Spanish

Business: Project Management · Innovation & Entrepreneurial Thinking · Grant Writing · Business Development · Strategic Partnerships · Change Management · Recruitment, Mentorship, and Team Leadership · Consulting

Tech: Salesforce, Raiser's Edge, Office Suite's, WordPress, Analytics, Web Design, Canva, Adobe, Wix

HIGHLIGHTED EXPERIENCE

Consultant / Strategic Planning / Sustainability / Economic Development

Wirkebau Consulting

1999 - Present

- ❖ Facilitating contract negotiations for affordable home build out in the US Virgin Islands, Arizona, Indiana and Florida
- ❖ ERC Fellow creating pathways to sustainable housing solutions in rural SE Utah
- ❖ Led numerous business and tourism-focused initiatives in the US, Mexico, Spain, Australia, Bulgaria and Croatia
- ❖ Audience engagement metrics with stakeholders of varying educational and cultural backgrounds
- ❖ Energy resiliency solutions for sustainable infrastructure in rural and tribal communities
- ❖ Foundation experience in fundraising, community development, planning, economic and policy development processes
- ❖ Proactively address potential issues, to facilitate and implement programs that meet diverse community needs
- ❖ Strong communication and interpersonal skills, with the ability to create collaborative relationships that drive outcomes in the best interest of the organization, as well as with key internal and external partners
- ❖ Excellent project management ability, capable of leading multiple time-sensitive cross-functional projects
- ❖ Inspirational leader who promotes values, acts with a high sense of urgency, and has unquestionable integrity
- ❖ Advise clients on policy and procedure to enhance community engagement and increase event revenue streams

Recomplete Plan Manager

Olympic Peninsula, WA

2024 -2025

- ❖ Tasked with the management of regional efforts to create a workforce and economic development plan consisting of multiple governmental, tribal, education and economic development partners across both Clallam and Jefferson Counties
- ❖ Overall strategic design, creation, and management of multiple cross-jurisdiction projects for the EDA Recomplete Grant
- ❖ Govern project research and analyses of data to create effective solutions
- ❖ Manage all project operations under the Recomplete umbrella, with a strong emphasis on grant and contract compliance, financial oversight, and process improvement to achieve the goals and deliverables per objectives
- ❖ Serve as a critical liaison between the County Administrator, various federal, state, city & county departments, regional tribes, and external stakeholders, contributing significantly to the region's success
- ❖ Ensure additional funding options are leveraged to add depth to the original 35-million-dollar EDA funded opportunity

Economic Development Director

Winslow, Arizona

2021-2023

- ❖ Audience centered research and communication techniques with new and expanding industry initiatives
- ❖ Tourism development: social & media relations, oversee strategic planning and networking optimization, press releases

HIGHLIGHTED EXPERIENCE, CONTINUED

Wirkebau, Una

- ❖ Communication experience in community development, planning, economic and policy development processes, while disseminating complex ideas to a wide variety of educational and cultural backgrounds
- ❖ Planning and execution of comprehensive analytics, while also applying for grants to increase budget performance
- ❖ Facilitate and implement programs that meet diverse community needs, interests, and proactively address potential issues, including overcoming crisis challenges
- ❖ Advise City and serve as ombudsman to enhance public engagement while increasing revenue streams and building trust

Economic Development / Strategic Planning Manager

Mendocino County, California

2018 - 2021

- ❖ Established and maintained a wide network of public and private resource contacts to effectively support the retention, expansion, and attraction of new businesses
- ❖ Ensure effective alignment of skills and responsibilities, governance, and communication across the organization
- ❖ Strategy and Execution – Leveraged quantitative and qualitative insights to inform strategic alignment, develop roadmaps, and define prioritization

Executive Director

Monroe Chamber of Commerce

Monroe, WA

2013 - 2016

- ❖ Facilitated grant funding in collaboration with City officials to upgrade and install permeable concrete sidewalks, bulb outs, and bollards for Historic Downtown
- ❖ Established an unprecedented culture of collaboration between local government and businesses, community, and property owners in Snohomish County
- ❖ Creation of a pathway to success for the painting of the steam stack, with fundraising, community involvement and a long-standing public/private partnership

PROFESSIONAL AFFILIATIONS

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| ❖ Rotary Clubs of Alaska, Washington, Hong Kong, and Bulgaria; <i>Directorships</i> | ❖ ECoNA - Board Member |
| ❖ Everett Community College Advisory Board | ❖ Northern AZ Community Energy Coalition |
| ❖ Cascade Loop Association – Board Member | ❖ NACOG Council on Aging – Board Member |
| ❖ Sky Valley Recreation – Board Member | ❖ National League of Cities – Small Cities Council |
| ❖ Snohomish County Lodging Association -Chair | ❖ Plovdiv 2019, European Capital of Culture - Advisor |
| ❖ Washington Tourism Alliance – Board Member | ❖ EDDE award – Economic Developer of the Year 2023 |
| ❖ Arctic Winter Games International -Chair | ❖ Tourism Australia - Advisor |
| ❖ Rotary Conference International- <i>Chair</i> | ❖ Workforce Alliance of the North Bay Advisor |
| ❖ City of Monroe Comprehensive Plan, <i>Regional Transportation Committee Chair</i> | ❖ Redwood Coast Resiliency Coalition – Chair |
| ❖ Ningaloo Reef – Sustainability Advisor | ❖ Workforce Development Advisor, Olympic Peninsula |
| ❖ MOVE2030 Steering Committee - Chair | ❖ Fairbanks Memorial Hospital, Advisor |
| ❖ West Business Development Center- Advisor | ❖ IEDC, NACo, NLC, member |
| ❖ NorCal Diversity Task Force | |

EDUCATION

University of Oregon: Business, Marketing

Eugene, OR 1986 – 1989

University of East London: MBA

London, England present