



James S. Anderson, CFRE

Areas of Expertise

Sales and Sales Management Training and Mentoring
Special Event Sponsorships
Organizational Communications and Crisis Management
Interim Executive Leadership
Digital Media Production (Scripting, Direction, Editing)
Presentation Development, Consultation and Delivery
Social Media Marketing
Market Research Interpretation, Design and Implementation

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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, the New Business and Over Achiever awards among many other accolades. Jim's teams broke the corporate records for the largest group contract, highest rate of renewal and 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 effective on-air appeals coast to coast. Furthermore, in underwriting sales for public broadcasting, Jim's teams set and still hold the records for highest gross contract year, highest gross contract month and the highest development year in station history. In his role as counsel, he serves as Station Manager for KGHR Navajo Public Radio in Tuba City, Arizona, and Underwriting Manager for KAWC Colorado River Public Media in Yuma, Arizona.

Jim has extensive multimedia production experience with focus in education and training programs. He wrote, directed and produced a series of 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, having previously served in 2013-2014. Jim also served previously on the AFP International Communications and Marketing Committee and Committee on Directorship. In 2010, Jim was honored as the AFP Northern Arizona Fundraising Professional of the Year. Jim achieved his Certified Fundraising Executive (CFRE) credential in 2013 and is certified through 2019. He speaks Spanish and is an avid photographer.



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