

# LILY BISWAS

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## Key Professional Experience

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|-----------------------|--|
| Industry experience   | <ul style="list-style-type: none"><li>■ <b>Industries:</b> non-profit; professional services; and government</li><li>■ <b>Funding mechanism:</b> grants, (new) business development</li><li>■ <b>Private funders:</b> <b>Corporate Social Responsibility</b> – Abbott, Alere, Bayer, Eli Lilly, J&amp;J, Merck, Novartis, Novo Nordisk, Pfizer, P&amp;G, Unilever, Gates Foundation, Google, Microsoft</li><li>■ <b>Public funders:</b> <b>unilateral funders</b> – CIDA, DFID, EPA, KFW, NORAD, USAID; <b>multilateral funders</b> – AfDB, ADB, IADB, WBG, UNHCR</li><li>■ <b>Practice areas:</b> <b>advocacy, communications, fundraising</b> (direct mail, digital marketing, DRTV, major gifts, matching gifts, planned giving, telemarketing, workplace giving), <b>international development</b> (environment, energy, health (WASH, SRHT), M&amp;E, relief/reconstruction, rule of law)</li><li>■ <b>Approach:</b> social franchising, social marketing, technical services</li><li>■ <b>Regional focus:</b> global south</li></ul> |
| Leadership experience | <ul style="list-style-type: none"><li>■ Advise Board of Directors, Executive Director, C-Suite and staff on technology decisions</li><li>■ <b>Enterprise resource planning (ERP)</b> and change management</li><li>■ Lead front and back end developers, business analysts, and solutions architects</li></ul>   |
| Management experience | <ul style="list-style-type: none"><li>■ <b>Budget:</b> Developed and implemented budgets of \$2M+ annually</li><li>■ <b>Contracts management</b> (seven-figure)</li><li>■ <b>Procurement:</b> sole-source, closed and open competitive procurement (seven-figure)</li><li>■ <b>Relationship management</b></li><li>■ <b>Staff:</b> led two departments of five full-time staff ranging from managers to assistants as well as temporary employees</li><li>■ <b>Strategic planning</b> and work-planning</li><li>■ <b>Technical product management</b></li></ul>  |
| Technical experience  | <ul style="list-style-type: none"><li>■ <b>Automation</b></li><li>■ <b>Cloud technology</b></li><li>■ <b>Data enhancement:</b> biographic, demographic, and psychographic data appends</li><li>■ <b>Data hygiene</b></li><li>■ <b>Data migration:</b> cleanse, transformation, mapping and load</li><li>■ <b>Data privacy:</b> CCPA, GDPR, ISO, SOC compliance</li><li>■ <b>Data protection and security:</b> <b>server level</b> – firewall, anti-virus, SFTP; <b>user level</b> – 2FA, PGP key encryption; <b>front end</b> – SSL and TSL</li><li>■ <b>Ecommerce:</b> sale method – authorize, capture, settle</li><li>■ <b>Systems:</b> administration, configuration, customization, API-based integration</li></ul>   |

## Employment History

### Staff management, program and project management, and database management

- Director, Database Administration, USA for UNHCR (US Association for United Nations High Commissioner for Refugees – The UN Refugee Agency), Washington, DC January 2016 – Present
- Associate Fundraising Operations Manager, Population Services International, Washington, DC January 2013 – January 2016
- Client Services Manager, Fundraising Initiatives, Silver Spring, MD April 2010 – February 2012
- Business Development Specialist, International Resources Group, Washington, DC June 2001 – October 2004
- Assistant IT Training Specialist, American University, Washington, DC September 1998 – March 2001
- Intern, US Senate: Office of Senator Barbara Mikulski (D-MD), Washington, DC – 1995; White House, Washington, DC – 1996

## Technology-based Partner Collaborations

Directed **automation** of data deliverables to and from the following partners and provider types

- **Analysts and Strategists:** Blackbaud Target Analytics, CDR Fundraising Group, and Integral-DC
- **Caging house:** Cornerstone Group of Companies, Deloitte Canada, MERKLE Resource Management Group (MERKLE RMG)
- **Call center:** InfoCision Management Corporation (IMC), ListenTrust
- **Canvassers:** Donor Voice Cavass (DVC), Global Faces Direct (GFD), Grassroots Unwired (GRU), and Made Media (MM) and Personal Fundraising Services (PFS)
- **CRM/Database:** Revolution Online Inc (ROI) Solutions
- **Data Suppliers:** AccuZip, Care2, Data Services Inc (DSI), Daily Kos, Direct Mail Impressions (DMI), Info Group, and Wealth Engine (WE)
- **E-wallets:** Apple Pay, Amazon Pay, Google Pay, and PayPal
- **Mail shops:** Gabriel Group (GG), O'Brien Garrett (OG)
- **Payment processors:** CyberSource, FirstData, Litle/Vantiv/World Pay/Fidelity Information Systems (FIS): IQ Terminal and Threat Metrix
- **Telemarketers:** Donor Services Group (DSG), MDS Communications, Strategic Communications (StratCom), and TeleFund

## Technology Experience

- **MS:** Umbraco
- **CRM MSP:** Revolution Online Inc (ROI) Solutions
- **Data warehousing:** Amazon Web Services (AWS) / S3
- **Online giving platforms:** Amazon, Benevity, Benevity EU, Bright Funds, Capital One Financial Corporation, Charity Navigator, Classy, Crowdrise, eBay Charity Seller, eBay Give at Checkout, Evite, Facebook, Fidelity Investments, Global Giving, Go Fund Me, Go Fund Me Certified Charity Campaigns, Good Done Great, Humble Bundle, Local Independent Charities, Microsoft, Mission Fish, Network for Good, PayPal Mobile App, Razoo
- **OS:** Windows 10 and all legacy versions, Oracle
- **Productivity software:** Microsoft Office Suite: Word, PowerPoint, Outlook, Excel (advanced including v-lookup formulaic function and pivot table), and Access
- **Programming languages:** SQL and Apex
- **SaaS:** **Salesforce:** Service, Marketing, and Nonprofit Success Pack (NPSP) version of the Sales clouds
  - **Analytics:** Einstein, Google Analytics, Litmis, Tableau
  - **Preferred implementation partners:** Accenture, Appirio, Attain, Cloud for Good, Fionta, Heller, Jackson River, KELL Partners, Traction on Demand

## Education

- Bachelor of Arts, International Relations, School of International Service (SIS), American University (AU), Washington, DC