



GROWTH FACILITATOR



**LaShonda  
Smith**

Social Impact Strategy Development Coach

**FOCUS: SOCIAL IMPACT: SOCIAL ENTERPRISES,  
NONPROFITS, CERTIFIED B CORPS, AND  
GOVERNMENT**

## Social Impact Strategy Development Coach

### Profile

I help Social Impact Organizations Remove Growth Barriers and Amplify Impact in 90 days.

### Experience

With almost 20 years of experience in the social impact sector, I currently lead Crescendo Strategies Group with great passion and vision. My expertise lies in building partnerships across different sectors and using analytical skills to drive sustainable growth for non-profits and social enterprises.

- Director, CCS Fundraising
- Global Social Impact Fellow, MovingWorlds Institute
- Sr. Financial Analyst, The HdL Companies

### Areas of Expertise:

- Social Impact Growth Coach
- Public-Private Partnership Strategic Intermediary
- UN Sustainable Development Goals Coach



### Results

A career distinguished by significant achievements, including:

- Led and managed multi-million dollar philanthropic campaigns for non-profits in various sectors.
- Provided external learning and leadership development training to organizational executives, campaign cabinets, and board members.
- Maximized sales tax revenue generated from the construction of a \$2.6B stadium for a City client as the lead consultant and liaison.
- Projected over \$500M in sales tax funds by executing highly complex allocation audits and financial and economic analyses.

**EXPERT EXPERIENCE + WORLD-CLASS TOOLS = YOUR SUCCESS**

*This expert brings a wealth of experience to Demand Metric's roster of growth facilitators. Backed by the world's most trusted and proven set of playbooks and toolkits for analysis, planning, and decision-making, our mission is to support your team with the tools and guidance they need to make better decisions and recommendations for growing your business.*



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