MASTERWORKS



MASTERWORKS INC.

Executive Vice President of Growth

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ABOUT MASTERWORKS

Masterworks Inc. is a collection of marketing and donor fundraising solutions built to help non-profits, Christian ministries and other faith-based organizations grow and thrive. Its businesses include the Masterworks agency; Historic, the leading go-to-market partner for brands that need to engage more deeply with Christian audiences; and Infinite Media, a digital media company that helps customers reach engaged Christians online through paid digital advertising; and Masterworks' direct mail production and fulfillment operation (Mailwell). Together, they cover fundraising, strategy, creative, data, digital media, and print, allowing Masterworks to serve organizations of different sizes and at various stages of growth.

Central to Masterworks' approach is its Masterworks Response Index (MRI), a proprietary donor segmentation model that predicts donor response and value. MRI helps clients spend less on production and printing while reaching donors who are most likely to give. Alongside MRI, Masterworks' proprietary data platform Epiphany, a real-time, web-based reporting and analytics dashboard, gives clients real-time visibility into donor and campaign performance across every channel, from direct mail to digital media. Together, MRI and Epiphany support Masterwork's value proposition as a data-driven, results-accountable partner.

Masterworks has a 35-year history helping national ministries and faith-based organizations raise the money they need to do their work. Founded in 1989 and led for decades by former World Vision marketing leader Steve Woodworth, the agency grew through reputation and results, without outside capital. Masterworks has long-standing relationships with some of the most recognized names in the space, including Focus on the Family, InterVarsity, Prison Fellowship, and Food for the Hungry.

Masterworks has grown well beyond its traditional agency model. Across its businesses, the work spans direct mail and print, digital media, data and analytics, creative, organizational strategy, and a proprietary Christian ad network that reaches values-aligned audiences at scale. The Masterworks agency has also been building machine learning models for donor selection and monthly giving for the better part of a decade. What ties it all together is an understanding of how ministries operate, real technical ability, a clear focus on measurable results, and genuine passion for their clients' missions.

Today, Masterworks is a large organization with ~150 team members across the country. Masterworks Inc. Is also a wholly owned subsidiary of Gloo (NASDAQ: GLOO), a Boulder-based technology platform serving the faith ecosystem. While Masterworks operates as a separate company, with its own CEO, leadership team, and operating rhythm, the connection to Gloo gives Masterworks access to a larger data and technology platform and reach into more than 140,000 churches and ministry leaders. Masterworks has retained its own brand and identity and serves as the anchor of what Gloo calls "powering reach," its marketing capability for the faith ecosystem. Woodworth now serves as Executive Chairman, and Bryan Brown, a longtime Masterworks leader, is President and CEO of the entire Masterworks enterprise.

THE OPPORTUNITY

Masterworks has a strong track record of growth and has reached a significant level of scale and credibility in their market. Their opportunity for growth and impact is even larger. To lead that growth initiative, Masterworks is adding a new EVP, Growth to its senior leadership team.

The new EVP role will reach across all of Masterworks. The EVP, Growth will lead Masterworks' growth motion and team across enterprise relationships, print, digital media, data, analytics, and marketing. This person will set a tone, sales culture, and direction that moves the Masterworks portfolio forward, across all its service lines.

In addition to leading the growth team, the new EVP will also be personally involved in the largest sales opportunities, working alongside the CEO and other senior leaders to win multi-year, multimillion-dollar relationships. Understanding how ministries budget, make decisions, and think about stewardship matters. This person must be able to talk credibly with senior ministry leaders, earn their trust, and use data to show how Masterworks can help them raise more money, reach more people, and produce measurable ROI. The role also carries real strategic responsibility within Gloo. As the anchor of Gloo's "powering reach" capability, Masterworks, through this EVP, will partner with Gloo's leadership to help shape the overall sales-led growth strategy across the portfolio. The EVP will be a genuine thought partner and high influence leader across all of Gloo's business lines to expand and accelerate their growth and impact on the global faith ecosystem.



KEY RESPONSIBILITIES

BUILD AND LEAD THE GROWTH TEAM

- Own the design, staffing, and performance of Masterworks' growth team (print & digital AEs, the Chief Philanthropic Economist, marketing coordinator) across enterprise relationships, print, digital media, and marketing.
- Set the growth plan and hold the team accountable to a well managed, predictable, growing sales motion: pipeline discipline, stage reviews, and a culture of measurable results.
- Recruit and develop the next generation of sellers as Masterworks continues to scale.

WIN THE BIGGEST RELATIONSHIPS

- Personally pursue and close multi-year, multimillion-dollar engagements with national ministries and faith-based organizations.
- Operate credibly at the CEO, President, and board level, earning trust with leaders who are accountable for how donor dollars are spent.
- Bring one clear voice to how Masterworks approaches the market across all its businesses.

SHAPE THE GROWTH STRATEGY ACROSS THE PORTFOLIO

- Partner with the Masterworks CEO and key Gloo portfolio company leadership to set the overall sales-led growth strategy ... supporting Gloo's integrated approach to the global faith ecosystem. Steer how marketing, content, and positioning support the sales motion, rather than the inverse.
- Help Masterworks identify and enter new ministry segments where its capabilities aren't yet deployed.

THE IDEAL CANDIDATE

This is a senior business and growth leader. The right person has led people, understands Masterworks market, has a focused and organized approach to management, and has the horsepower and desire to lead a disciplined growth team. They know how to set direction, focus the team on the right opportunities, and hold people accountable for results ... while bringing a positive and growth-oriented tone and culture to the organization. They will also possess judgment and presence to operate as a peer to the CEO and other senior leaders.

The strongest candidates will combine genuine commercial experience with deep fluency in the ministry world. They may come from an agency, a data-driven marketing organization, or another relevant business serving nonprofits and ministries. The desired EVP will also possess a blend of high-performance experience and years working in a donor-driven ministry or non-profit. Ultimately, though, the new EVP will have the acumen, leadership skills, growth orientation, and desire to lead the growth team and function. Credibility in the ministry room is essential; so is the business foundation that turns that credibility into growth.

Authentic Christian faith and an understanding of the theology of fundraising and stewardship of the client's marketing spend is key to driving the growth agenda at Masterworks. As Bryan Brown puts it, the team is made up of "passionate nerds" who care deeply about both the mission and the data. The EVP should share that genuine passion.

EXPERIENCE AND ATTRIBUTES

PROFESSIONAL QUALIFICATIONS

- Demonstrated track record of relevant leadership. A strong preference for an executive who has led significant revenue growth in a commercial agency setting, donor driven ministry, or other relevant context.
- A strong understanding of marketing, brand, analytics, digital media, and print.
- Deep understanding of how ministries operate, budget, and make decisions, including the theology of stewardship and what it means to sell a multi-million-dollar engagement funded by donor dollars.
- Confidence using data and ROI to evaluate what is working and where to invest.
- A forward-looking perspective on how data, technology, and AI are reshaping fundraising and ministry marketing, and genuine appetite to lead Masterworks toward that future.

PERSONAL CHARACTERISTICS

- The ability to bring focus and accountability to growth without overcomplicating it.
- Curiosity, sound judgment, and the confidence to be a real thought partner to the CEO and leadership team.
- Ease operating within a fast-moving, growth-oriented, intense, and high commitment organization.
- Authentic Christian faith and a genuine connection to the ministries and organizations Masterworks serves.



THE SEARCH TEAM

CarterBaldwin Executive Search is honored to partner with Masterworks on this search. Inquiries, applications, and nominations are welcomed in confidence.

David Clapp

MANAGING PARTNER

678.448.0009
dclapp@carterbaldwin.com

Mike Little

CONSULTANT

678.448.0014
mlittle@carterbaldwin.com

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