

Visionary leader in the field of narrative change and use of storytelling for social transformation with expertise in social justice and health equity. Highly effective at building and leading diverse teams to undertake impactful strategic grant-making and implement campaigns leading to systemic changes around the globe. Championed creative campaigns such as 'Free the Vaccine' and 'Stop the Stock-outs' which moved audiences, mobilized stakeholders, and helped change policy. People-focused manager who creates space and empowers team members to thrive and perform at their best.

CORE COMPETENCIES

- Creative Conceptualization
 - Strategic Planning
 - Campaign Development
 - Narrative Change
 - Grant-Making
 - Strategic Communication
 - People Management
 - Cross-Functional Leadership
 - Strategic Partnerships
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PROFESSIONAL EXPERIENCE

International Resource for Impact and Storytelling
Narrative Lead

Nov 2021 – Present

Consultant advising this donor collaborative on narrative strategy and writing regular posts on aspects of narrative change.

Wingseed LLC
Principal

March 2022 – Present

Running my own consultancy on narrative change for social justice, working primarily with foundations and nonprofits globally.

Open Society Public Health Program, New York, NY
Division Director, Media and Narratives

Aug 2010 – Sept 2021
Mar 2015 – Nov 2021

- Led a team of seven people across three countries in developing and implementing a grant-making strategy focused on narrative change aimed at transforming systems of power to advance health equity in context of racism and ethnic discrimination.
- Served on senior leadership team of the Public Health Program, helping direct strategy and manage the overall budget of \$45-million and a staff of 54. Was a key manager helping guide a participatory DEI process and developing our DEI operational plan.
- Co-led a foundation-wide community of practice on Narrative Change.
- Team achievements include supporting introduction of environmental justice as a priority of EU policy and integration in work of EU Agency for Fundamental Rights (FRA) and supporting advocacy for policies protecting migrants from detention and deportation when accessing health services.
- Funded and served as executive producer for an award-winning documentary 'From Durban to Tomorrow', highlighting AIDS activism worldwide.
- Co-conceived and implemented innovative convening bringing together public health experts, critical race theorists, and narrative change experts, resulting in publication titled 'Building Narrative Power for Racial Justice and Health Equity.'

Director, Health Media Initiative (HMI)
Senior Program Officer, HMI

Jan 2012 – Feb 2015
Aug 2010 – Dec 2011

- Developed strategy and led grant-making and operational work focused on media advocacy to advance health and human rights in East and Southern Africa, Central and Eastern Europe and Central Asia, and Latin America.
- Supervised an international network of consultants, supporting and mentoring grantees in media advocacy skills.
- Implemented a ground-breaking training program across 5 countries in storytelling skills for activists from stigmatized communities.
- Created and coordinated meetings, seminars, and training workshops to equip grantees with key advocacy and campaigning skills.
- Organizations supported included Kenya Hospice and Palliative Care Association (Kehpca -- Kenya), Sex Workers Education and Advocacy Taskforce (Sweat – South Africa), and Association for Self-Advocacy, representing people with intellectual disabilities in Croatia.

Wingseed Media CC, Cape Town, South Africa
Independent Media Consultant - East and Southern Africa

Feb 2009 – Jul 2010

- Open Society Institute's Public Health Program: hired, developed, and coordinated work of media consultants across East and Southern Africa. Provided media technical assistance to a range of OSI public health grantees.
- Regional Hunger and Vulnerability Program (RHVP): provided media consultancy for an organization that conducted research and

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advocacy work on social protection in countries within Southern African Development Community. Developed and led training workshops for journalists in four countries to report on poverty and maintained a blog aimed at making research in field accessible to journalists. Scripted and co-directed a 30-minute documentary for RHVP on social cash transfers in Southern Africa.

- Citizen Journalism in Africa (Sangonet and Hivos): Worked with NGOs in six African countries, introducing participants to citizen journalism skills such as blogging, digital photography, and podcasting. Many participants have since become leaders in using technology and social media for social change.

The Arts and Media Access Centre (AMAC), Cape Town, South Africa

May 2007 – Feb 2008

Director

- Managed a non-profit organization focused on training disadvantaged youth in arts and media skills, such as painting, drama, sculpture, dancing, and design.
- Led a small team of staff and freelancers, managed organization's budget, liaised with board, and drove fundraising efforts.

IDASA (a democracy institute), Cape Town, South Africa

Media Program Manager

Jun 2004 – Apr 2007

Manager, IDASA's Democracy Radio Project

Feb 2000 – Jun 2004

- Supervised a team of ten people, developed projects, liaised with funders, wrote proposals, and managed budgets.
- Developed Democracy Radio Project, which produced weekly radio shows syndicated to over 20 community radio stations across South Africa, educating audiences on various topics related to democracy.
- Assisted IDASAs programs with a range of communication activities, including dissemination of research and public education related to IDASA's research on local government, applied budget analysis, and parliamentary monitoring and analysis.
- Trained local journalists across South Africa in how to understand and report on local government.
- Implemented participatory community mapping projects at several radio stations, helping them develop local news agendas and bolstering their cases for renewal of their broadcasting licenses; funded by South African Media Development and Diversity Agency.

Previous Roles

- Katherine Fanning fellow in Journalism and Democracy at the Kettering Foundation in Dayton, OH.
- Producer on national radio current affairs show with BBC World Service: PM Live, on SAfm, Johannesburg, South Africa.
- English Teacher and Journalist, Querétaro, Mexico.
- National Co-Anchor/Presenter of daily radio current affairs program on PM Live on SAfm, Johannesburg, South Africa.
- Reporter/Producer Channel Africa.
- Junior lecturer in Communications at Rand Afrikaans University.

EDUCATION

Master of Arts in Individualized Study, NYU's Gallatin School of Individualized Study

Master of Arts, Journalism and Media Studies, Rhodes University, South Africa

Bachelor of Arts, Communication (Cum Laude), University of Johannesburg, South Africa

PUBLICATIONS

- What Makes Narrative Change So Hard? Stanford Social Innovation Review https://ssir.org/articles/entry/what_makes_narrative_change_so_hard#
- Narrative Emergency Kit: How should we prepare for the next crisis? <https://storyforimpact.io/blog/narrative-emergency-kit>
- **"Our pandemic response must center racial justice" with Bisola Falola. Open Society Foundations.** <https://www.opensocietyfoundations.org/voices/our-pandemic-response-must-center-racial-justice>
- **"Storytelling and evidence-based policy: lessons from the grey literature"** (2017) Palgrave Communications 3:17093; DOI: 10.1057/palcomms.2017.93; www.nature.com/palcomms.
- **"The role of narrative change in influencing policy"** (2016) On Think Tanks. <https://onthinktanks.org/articles/the-role-of-narrative-change-in-influencing-policy/>
- **"Narrative Change and the Open Society Public Health Program"** (2016) https://onthinktanks.org/wp-content/uploads/2016/07/20160711_Narrative-change-paper-1.pdf
- **"Public Journalism in South Africa: Experiences and Experiments with Local and Community Media"** (2010) in Public Journalism and Democracy, edited by Angela Romano. Taylor & Francis, New York.
- **"Mapping the Radio KC Community,"** Ecquid Novi 2004 (25)1 pp 43-59 (Equid Novi is a South African journal of journalism research).
- **"Mapping the Radio KC community: A case study assessing the impact of participatory research methods in assisting community radio producers to identify programming content."** Unpublished MA thesis (2004):

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- **“Radio & Public Deliberation.”** 2002. An occasional paper of the Kettering Foundation, Dayton, Ohio.