

LIBA BEYER

EXECUTIVE LEADER

PROFILE

Dynamic and results-oriented **Executive Leader** with more than 20 years of mission-driven experience in visionary and strategic leadership, with top-notch skills in communications, advocacy, marketing, fundraising and organizational development. Superpowers include leveraging the science of persuasion, public speaking, building diverse talented teams, nurturing culture change and making impact-oriented decisions.

CONTACT

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- 💻 [LinkedIn Profile](#)

TECHNICAL SKILLS

- ✓ **eCRM** functionality;
Raiser's Edge, Sales
Force user journey
- ✓ **Social media** content
creation, digital marketing &
growth hacking
- ✓ **Video Direction**; messaging,
storytelling and production
oversight
- ✓ **Conference & Event**
Production; speech writing,
vendors, tech full stack

LANGUAGES

Spanish - Conversational

Hebrew - Basic

PROFESSIONAL HIGHLIGHTS

MANAGEMENT AND OPERATIONAL EXPERTISE

Provided direct and indirect cross-functional leadership in highly matrixed, global organizations.

- Championed organizational culture change and innovation, particularly regarding strategic communications, brand evolution and diversifying influence.
- Leveraged leadership expertise to strategize and initiate processes to improve organizational growth, pain points, policies and work flow systems.
- Served as longest standing member of senior Iteam for 100-person development department leading restructuring, strategic planning and budgeting.
- Served as deputy director for 50-person global media and communications team leading on team development, internal communications and future-proofing.
- Launched institutional presence in Midwest and Canada, including opening offices, hiring staff and establishing press, advocacy and donor visibility.

CAMPAIGNS AND COMMUNICATIONS

Piloted and launched effective digital, social media and traditional marketing strategies to engage and mobilize the public to change minds, behaviors and policies while ensuring digestible and diverse messaging and integrating omni-channel distribution and market-specific tactics to build a bigger tent for the human rights movement.

- Directed digital advocacy campaigns with 85% achieving real-world impact and 35% achieving target policy change sought, with audience conversion rates above 50% and direct feedback from advocacy targets in 70% of cases.
- Created and deployed communications plans across 90 countries and dozens of issues with data-driven, audience first and movement generous approach.
- Leveraged innovative technology tools to drive content creation and market engagement.
- Organized and produced hundreds of special events including lectures, exhibits, gala dinners and film screenings across the US, Europe and Global South Capitals.
- Represented organization in media, coalitions and direct advocacy. Trainer at multinational forums on strategic communication strategies with specialization in hope-based communications and measuring impact of communication.

FUNDRAISING AND PROGRAM ADVOCACY

Originated strategy for deploying campaigns to advance advocacy goals and public engagement.

- Cultivated and solicited multiple seven and six-figure donations and hundreds of additional major gifts to grow organizational budget from \$17M to \$86M.
- Created successful donor trip program, executing dozens of high-level delegation visits to attend field research, advocacy and partner capacity building.
- Regularly liaised with board of directors on institutional strategies and methodologies while building internal buy-in for entrepreneurial initiatives.

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CAREER HISTORY

FOUNDER & PRINCIPAL

PRESENT

[LTB Impact](#)

Consulting practice supporting NGO and private sector clients with transformation in strategic communications, advocacy campaigning, and philanthropic engagement.

DIRECTOR, GLOBAL CAMPAIGNS

2010 - 2023

[Human Rights Watch](#)

2002 - 2008

New York, NY

Organizational leader developing and running first campaigns department; integrating public engagement, advocacy, brand, and audience growth. Previous positions: Senior Director of Public Advocacy and Outreach, New York Director, Chicago Director, Toronto Director, Associate Director Outreach, International Council Coordinator

DIRECTOR, GLOBAL CAMPAIGNS, P5

2022

[United Nations High Commissioner for Refugees \(UNHCR\)](#)

Geneva, Switzerland

Six-month appointment to develop methodology, strategy, and implementation design and staffing for UNHCR campaigning on the right to seek asylum

ADJUNCT PROFESSOR

2020 - PRESENT

[Columbia University, School of International & Public Affairs](#)

New York, NY

Lectured on campaigning and strategic communications for graduate courses in Technology, Media and Communications specialization

GLOBAL CONSULTANCY PROJECTS

2008 - 2010

[Radio La Benevolencija](#), Dutch NGO, Kigali, Rwanda

Designed and implemented impact evaluations for Rwandan radio drama on reconciliation and piloted surveys and program manual for Great Lakes Region

[Ford Foundation](#), [Reinvesting in America Project](#), New York, NY

Researched and campaigned for accountability surrounding TARP stimulus spending

[Human Rights Documentation Unit \(HRDU\)](#), Mae Sot, Thailand

Provided fundraising training and strategic review to support human rights monitoring in Burma. Developed mission statement, brand positioning and funding proposals

INTAKE SPECIALIST

2001 - 2002

[Safe Horizon](#)

New York, NY

Responded to emergency needs of workers, residents and family victims of 9/11

DIRECTOR OF SOCIAL ACTION PROGRAMS

1999 - 2001

[Hillel Foundation of The Ohio State University](#)

Columbus, OH

Planned and led service projects and volunteer clearinghouse for students

MIDWEST CHAPTER ADMINISTRATOR

1997 - 1999

[The United Nations Association of USA](#)

VOLUNTEER LEADERSHIP/ CERTIFICATIONS

Hope-Based Communications

Certified trainer & practitioner

Rutgers University Certificate in Diversity, Equity & Inclusion

2023

Refugee Resettlement Project

Founding chair of coalition settling refugee families in NJ

The New Israel Fund

Former Advisory committee member and founding member of Next Generation board

Woodhull Institute for Ethical Leadership Life Member

Led by Naomi Wolf, author

Alinsky Listening Methods Trainee

Community organizing and conflict resolution

Congregation Beth El

Board member and development

EDUCATION

MPA International Policy & Non-Profit Management, 2010

New York University

Professional Leaders Project full academic fellowship for emerging Jewish leaders

BA International Studies & Political Science, 1999

The Ohio State University

Magna Cum Laude

Pardes Institute of Jewish Studies

Jerusalem, Israel

Andean Studies Spanish Language Program

Quito, Ecuador