

Ana LaDou

ana@ladou.com | 310 600 7449

executive experience

CEO/President: Variety - The Children's Charity | L.A.

2002 – 2009

Directed all 33 U.S. locations of \$23 million grassroots charity.

- Led culture change from pass-through funding to direct granting and launched the national mobility program Variety Kids on the Go!
- Initiated and led strategic development and implementation of international reorganization.
- Oversaw all aspects of international Gold Heart campaign, including design, manufacture and international distribution, raising over \$1.8 million annually.
- Created national PSAs for TV, print and radio featuring Jamie Lee Curtis at minimal cost.
- Unified US Variety brand, establishing consistency in all media across the organization.
- Recruited new sponsors and partners, including Fred Astaire dance studios, movietickets.com, Anne Fontaine, Market Resolution and Freedom concepts.
- Brought in board members from leading entertainment companies, strengthening the organization's position in the nonprofit and entertainment markets.
- Launched Annual National Leadership Conference to unite chapters and provide educational programming on board development, governance, financial standards and fundraising.
- Established web seminars educating local boards and staff on pertinent market trends.
- Forged partnerships with Kids Mobility Network and National Sports Center for the Disabled.
- Reformed policies and procedures, bringing term limits to the board of directors.
- Developed financial and auditing standards, achieving 100% compliance nationwide.
- Enabled US Variety to receive the BBB Wise Giving Alliance Seal of Approval.
- Generated national and local media coverage for Variety Kids on the Go!
- Launched internal weekly update and quarterly newsletter, and online social networking.

Director of Client Relations: Firstlook, an Idealab! Company | L.A.

2001

- Directed product development, bridging client goals and in-house production teams.
- Developed client relationships during company's refocus on B2B.

Executive Producer: Nexgenix | L.A.

2000-2001

- Directed over \$10 million in website projects, from Pasadena to Paris.
- Developed strategies that mapped clients' overall business objectives.
- Determined priorities, budgets, schedules and resource allocations for Western Region.
- Directed internal and external multi-disciplinary teams.

Marketing Consultant | L.A.

1994-2000

- Developed national, regional and online promotional strategies for 20th Century Fox, Overseas Firstlook pictures, Robson Entertainment, ON2.com and Magnet Interactive.

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Director of Marketing & Promotions: Miramax Films | New York & L.A.

1990–1994

- Developed and managed budget, leveraging media buys for value.
- Created licensing, merchandising and promotions strategies generating over \$2.5 million in promotional value for major films (such as Pulp Fiction).

education

Columbia University | New York

BA cum laude in Literature/Writing