

GENEVIEVE SMITH

Genevieve is an empathetic leader who balances strategic and tactical thinking for innovative solutions. She connects people, dots, and data for holistic, sustainable, positive impact. She believes that everything we do (or don't do) has an impact on the people around us.



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EXPERIENCE

Founder & Principal | GV Advisory | July 2018 - Present

Independent consultant. Past clients include Innovations for Poverty Action, IEG at The World Bank, Young Center for Immigrant Children's Rights, and more. Projects focus on values alignment, data justice and equity, leadership coaching, theory of change, and strategy development.

Data Strategist | Oxfam America |

July 2018 – March 2019

Conducted the first Data Ecosystem Diagnostic (gv-authored) to understand and improve Oxfam America's data ecosystem. This included program, fundraising, and operational data and the people responsible for them.

Chief Data Management Officer | Columbus Community Center | March 2016 – July 2018

Facilitated Columbus' first theory of change, operational KPIs and outcomes measurement plan. Designed and implemented change management plans to support Columbus' culture and social impact.

Director of Research | Emperitas |

September 2014 – March 2016

Worked with leadership to scale Emperitas' team from one to 30 staff, developed organizational structure and processes. Facilitated company vision and values.

VALUES

I believe in **trust**. Trust, forgiveness, and empathetic communication are crucial for healthy people, healthy communities, and a thriving world.

I believe that **nothing is neutral**. Everything interaction has massive potential to help or harm the people around us.

I believe in **a systems approach to social change**. Nothing happens in a vacuum. A holistic, human-centered approach to solving the world's most pressing issues is critical to success.

I believe in **data as a force for good**. Data drive funding, policy, and power. Intentional data collection and analysis will enable communities and practitioners to focus on mission, not workarounds.

I believe in **access**. For true, lasting impact and self-determination, data; data skills; leadership support; and empathy should be accessible to all.

EDUCATION

BA, Economics | 2014 | University of Utah

BIO + WORK SAMPLES

Since 2014, Genevieve Smith has supported nonprofits, International Non-governmental Organizations, International Financial Institutions, and evaluators in designing and leveraging their data, systems, and knowledge management practices to optimize their mission delivery. Since 2018, Genevieve has been working as an independent consultant to organizations including [Human Rights Watch](#), the [Young Center for Immigrant Children's Rights](#), [Innovations for Poverty Action](#), [Oxfam America](#), the [Independent Evaluation Group at the World Bank](#), [Headwaters Foundation](#), [Good Jobs First](#), and more. This work has included facilitating and developing theories of change, data equity strategies, and on conducting her signature work as a consultant, the [Data Ecosystem Diagnostic](#), which centers a given organization's theory of change in its data collection, analysis, and retention. After all, nothing is neutral and the way we handle our data and knowledge reflects our values—whether those practices match or contradict our stated values is up to us.

Though Genevieve approaches her work through the 'data door,' the majority of her work has ultimately focused on organizational culture and ways of working. Most recently, Genevieve has been working to develop theories of change, data cultures, and research strategies by centering line-level staff, volunteers, and communities in the beginning of these processes. Most often, theories of change and other strategic research products are developed at leadership and board levels and dictated to staff without meaningful engagement and honest space for reflection and learning. Flipping this process on its head has been incredible: the results are living documents rooted in love, trust, lived experience, and consensus. Genevieve's facilitation style has been called 'generous,' 'loving,' 'healing,' and 'thought-provoking.' She fosters containers of kindness, honest reflection, and growth. By focusing on frameworks and data and research equity, Genevieve has been able to center organizations and communities—She doesn't have answers, but she's able to collaborate with folks to answer crucial questions for research and program design.

Genevieve grew up all over the US West Coast and the Intermountain West. She is based in Brooklyn, NY, where she lives with her husband, cat, and dog.

Below is a select list of Genevieve Smith's work as an independent consultant. Genevieve works with entities across the 'data capability' spectrum: from grassroots organizations without data or evaluation experience to institutions staffed by economists, mathematicians and researchers, Genevieve's approach supports all types of organizations and teams:

Community Foundation of the Mahoning Valley | 2023

[*The Community Foundation of the Mahoning Valley*](#) (CFMW) collaborates with generous individuals and organizations to bring opportunity, equity, and success to the people of the Mahoning Valley.

Genevieve is partnering with CFMV as a Strategic Advisor: she is supporting the foundation's leadership, staff, and grantees in translating their newly developed strategic plan into tangible action and measurable outcomes. This work's focus areas include defining success and measurement strategies, applying harm reduction and data equity lenses to individual program design, and working with grantees to develop their foundational data skills.

Buhl Regional Health Foundation | 2022 – 2023

[*The Buhl Regional Health Foundation*](#) is committed to improving the health and well-being of the neighbors they serve. They believe that through partnerships, education, and grant-making, they can creatively impact the quality of life in their communities.

Genevieve is partnering with Buhl as a Data Advisor: she is supporting the foundation's leadership, staff, and board in developing and strengthening their 'intentional data' muscle. This partnership's focus areas

include defining success and measurement strategies, applying harm reduction and data equity lenses to individual program design and impact measurement plans, revising grant application questions to reflect the organization's mission, and process definition and documentation. This work is being conducted in parallel (and intentional collaboration) with a strategic planning process. This partnership includes a four-month capacity-building sprint with [Operation Lighthouse](#), a coalition of organizations in Shenango Valley, PA working with formerly incarcerated folks through addiction rehabilitation, workforce development, and community engagement.

Human Rights Watch | 2022 – 2023

[Human Rights Watch](#) (HRW) defends the rights of people worldwide. HRW scrupulously investigate abuses, expose the facts widely, and pressure those with power to respect rights and secure justice. Human Rights Watch is an independent, international organization that works as part of a vibrant movement to uphold human dignity and advance the cause of human rights for all.

Genevieve is partnering with HRW's HR department to develop a staff-led, rights-based strategic plan, optimize processes for efficiency, efficacy, and equity, and to build a data-driven HR service delivery dashboard. In addition to strategy and organizational mission alignment, this work will inform HRW's HRIS systems requirements and procurement strategies. As of January 2023, this work has included experience design, retreat facilitation, team-based collaboration, and coaching.

Washington State Department of Natural Resources, Forest Resilience Division | 2022

[The Forest Resilience Division](#) works across all lands to ensure forested ecosystems retain their resilience against disturbance mechanisms such as fire, insects, and diseases. Forest Resilience also monitors Washington forests to see how they are adapting to climate change, increasing drought severity, and more severe heat waves.

Genevieve and her colleague, Gabi Fitz of [Think Twice Consulting](#) partnered with the newly created Forest Resilience Division to design and facilitate a two-day retreat with 100 people, where they identified opportunities for improvement and optimization of the Division's information sharing and collaboration practices. This work included in-depth interviews, experience design, large group facilitation, and focus groups.

The Young Center for Immigrant Children's Rights | 2021 - 2022

[The Young Center for Immigrant Children's Rights](#) protects and advances the rights and best interests of immigrant children according to the Convention on the Rights of the Child and state and federal law. The Young Center is a champion for the best interests of children who arrive in the United States on their own, from all corners of the world. We serve as trusted allies for these children while they are in deportation proceedings, advocating for their best interests, and standing for the creation of a dedicated children's immigrant justice system that ensures the safety and well-being of every child.

Genevieve conducted a Data Ecosystem Diagnostic to design the Young Center's first Measurement, Evaluation and Learning practice. Genevieve also facilitated a thorough, child-first Theory of Change with a focus on equitable data practices across both the organization and field. Both pieces of work centered staff when analyzing organizational processes and opportunities for improvement. Genevieve conducted 36 interviews, 21 team-specific workshops, and coached the Young Center's Executive team to build a sustainable, human- and child-centered data culture. This work has allowed the Young Center to open up new areas of funding, increase efficiency, and to integrate knowledge sharing as a crucial piece of their DEIJ and workplace culture efforts.

Innovations for Poverty Action (IPA) | 2021

[*Innovations for Poverty Action*](#) (IPA) is a research and policy nonprofit that creates and shared evidence to reduce poverty. With a long-term presence in 22 countries in Africa, Asia, and Latin America, IPA leads the field of development in cutting-edge research quality, innovation, and impact.

Genevieve conducted a [Data Ecosystem Diagnostic](#) to inform an Information and Knowledge Audit in partnership with IPA's Knowledge Management Working Group. GV conducted 20 interviews and three workshops, in addition to a desk review and systems exploration. The results of this audit have provided a factual basis on which IPA's leadership make decisions about strategic needs and planning, specifically concerning their systems requirements, accessibility and inclusion practices, and their knowledge management practices. As of March, 2022, IPA is using this audit as a foundational piece of their RFP and ultimate implementation of an enterprise-wide intranet.

The Independent Evaluation Group (IEG) at The World Bank | 2019 - 2020

[*The Independent Evaluation Group*](#) (IEG) evaluates the development effectiveness of the World Bank Group. IEG's work provides evaluative evidence to help the World Bank Group deliver better services and results to its clients. We do so by generating lessons from past experience and accountability to shareholders and stakeholders at large. IEG is independent of the Management of the World Bank Group and reports directly to the Executive Board.

Genevieve partnered with IEG's Knowledge Management team to conduct a customized Data Ecosystem Diagnostic that acted as the current-state analysis necessary for building a holistic, organization-wide Data Strategy. Genevieve conducted 74 interviews, connected several methodologies, collaborated with data privacy leads at the International Finance Corporation and others to develop IEG's first mission-driven data strategy that is used to influence data governance across the World Bank Group and International Monetary Fund.

Headwaters Foundation | 2019 - 2020

[*Headwaters Foundation*](#) was born from community. A community invested in Western Montana. With more than \$100 million in assets, Headwaters' mission is to work side-by-side Western Montanans to improve the health of their communities. Headwaters' vision is a Western Montana where all people, especially the most vulnerable among us, are healthy and thriving.

Genevieve partnered with Headwaters' leadership to conduct data governance discovery and to build the foundation's first Knowledge Management and Learning frameworks. Genevieve conducted three half-day trainings for Headwaters' full team on data literacy, impact evaluation, and process mapping. Headwaters overhauled their data collection and analysis processes to be less extractive and more human-centered. Headwaters also revamped its data governance and retention policies to be more aligned with its trust-based mission.