

Nikko Snyder

nikko.snyder@gmail.com • 306.209.8552 • 293 Angus Cres. Regina, SK S4T 6N3

PROFILE

A visionary, excellence-driven generalist with a passion for the written word and public presentation. Nearly 20 years of experience driving the growth and good governance of non-profit organizations in the food, community, and publishing sectors. A proven community leader who builds relationships, partnerships, and teams that achieve results and positive change. Creative, critical, collaborative. Working towards a better world for all.

AREAS OF EXPERTISE

- Marketing, communications & social media
- Writing, editing & publishing
- Public speaking & presentation
- Event management
- Business development
- Non-profit administration & governance
- Program, policy, & process development
- Financial management

PROFESSIONAL EXPERIENCE

EXECUTIVE DIRECTOR, REGINA FARMERS' MARKET CO-OPERATIVE (2015-2019)

Directed the development and growth of year-round farmers' market made up of 100+ member businesses. Report to the Board of Directors.

- Identified and capitalized on strategic market opportunity by expanding operations from 10 to 12 months per year, increasing first-quarter stall rental revenue by 62% and reinforcing the RFM's competitive advantage as Regina's first and only year-round farmers' market.
- Strengthened strategic alliance with key partner by identifying opportunity for and securing multi-year operational funding for the first time in the organization's 40+ year history.
- Identified and proactively resolved taxation compliance problem. Coordinated the Board, third-party accountant, legal counsel and CRA to resolve the issue completely in less than 12 months.
- Enhanced competitive advantage by leading strategic improvements to the organization's brand, including development of new logo, overhaul of website, move to professional photography and graphic design, and articulation of key differentiating elements of the RFM's brand. Since 2017, increased Instagram followers by 63% to 15,000+, and Facebook followers by 30% to 20,000+.
- Identified critical need to strengthen governance by aggressively recruiting qualified Board members, developing and building support for key policies, and leading a comprehensive review of bylaws.
- Increased the profitability of summer evening series Market Under the Stars by 127% over four years. Addressed major risk and avoided potential losses by improving cash handling processes during the event. Winner of 2017 Best in Regina in Best Summer Event category.
- Identified and capitalized on new market opportunity by developing RFM's winter evening series Holiday Night Market. Inaugural event drew nearly 2,500 customers.
- Exceeded organizational expectations by delivering surpluses in 2015, 2016 and 2017, and increasing overall revenue by 36% between 2016 and 2018.

EXECUTIVE DIRECTOR, HERITAGE COMMUNITY ASSOCIATION (2013-2015)

Directed the development of community-based charitable organization. Reported to the Board of Directors.

- Identified and addressed community need by developing innovative arts-based programming geared towards key target demographics. Built community of support and expertise, secured program funding, and implemented program in partnership with multiple community organizations.

- Enhanced all funding relationships and met or exceeded all funding requirements by applying Outcomes Measurement to program development and evaluation.
- Enhanced public awareness of organization and improved communications by leading website redesign and establishing online community newsletter.

OWNER, ROOT & BRANCH CONSULTING (2012-2013)

Consulted with organizations and individuals across Saskatchewan on food security and sovereignty issues.

- Identified and addressed community need by leading Regina's Community Food Assessment, a multi-sectoral partnership to evaluate the regional food system. Collaborated to build community of support and expertise, secure project funding, and conduct community-based research. Established Food Regina, a coalition of organizations mandated to implement the project's findings.
- Coordinated collective of farmers and drove the launch of The Farmers' Table, a project to enhance distribution of local food. Within one year, identified and garnered support for solutions that led to non-profit incorporation and the province-wide launch of an online distribution system.
- Developed and presented numerous sold out public workshops and presentations regionally and beyond, including a TEDX Talk. Named a Female Food Hero by Oxfam.

PUBLISHER & CONSULTANT, BRIARPATCH MAGAZINE (2006-2011)

Collaborated on the growth and evolution of national social justice magazine. Reported directly to the Board of Directors. Following full-time role, provided ongoing support on interim and consultancy bases (2008-2011).

- Contributed to growing the magazine's national scope by developing national direct marketing and distribution initiatives. Delivered on all direct marketing and fundraising targets.
- Assisted with organizational transitions, as Interim Publisher during staff transitions and the move to a community supported financial model.

CIRCULATION MANAGER & PUBLISHER, ASCENT MAGAZINE (2002-2005)

Collaborated as part of marketing team responsible for the development and growth of international yoga magazine. Promoted to the role of Publisher (2004), reporting directly to Board of Directors.

- Collaborated to increase magazine readership by over 100% through successful direct marketing, newsstand distribution, website relaunch, tradeshow and events.
- Winner of the 2005 Utne Independent Press Award for Excellence in Spiritual Coverage.

PUBLISHER & EDITOR, GOOD GIRL MAGAZINE (2001-2004)

Founded and led the growth of national magazine focused on women's issues.

- Identified and capitalized on market opportunity by launching nationally distributed magazine geared towards young women. Built community of support and established diverse Editorial Board. Nominated for the 2002 Utne Independent Press Award for Best New Title.

EDUCATION & PROFESSIONAL DEVELOPMENT

Leadership Development Program, United Way Regina/Government of Saskatchewan, 2014

Master of Environmental Studies, York University, 2001-2003

Bachelor of Music (Cello Performance), McGill University, 1995-1999

LANGUAGES

English (fluent), French (written and conversational)

INTERESTS

Travel; film & video production; gardening & small-scale farming; children's literature; parenting & childhood development; sustainability; social & environmental justice; art, music & dance.