

## ABOUT

**Alice Estrada** is a seasoned nonprofit executive and business-minded consultant with more than two decades of experience strengthening mission-driven organizations. Estradegies partners with nonprofits to align strategy, revenue, and leadership for long-term impact — combining executive leadership rigor with the accessibility small grassroots nonprofits need.

## SERVICES

### Interim Executive Leadership

Stability and results during leadership transitions

### Organizational Sustainability & Strategic Planning

A focused three-month strategic sprint aligned to mission, programs, and finances

### Revenue Diversification & Growth Strategy

Philanthropy, earned revenue, grants, partnerships, memberships, and events

### Board & Governance Development

Strengthening accountability and the executive-board partnership

### Marketing, Brand & Communications Strategy

Audience segmentation, program positioning, event marketing, and earned media

### Event Design & Implementation

Mission-aligned, revenue-generating events with national recognition

### Community & Government Partnerships

Building relationships across public, private, and nonprofit sectors

## SIGNATURE IMPACT

- 6x** Revenue growth at Annapolis Maritime Museum & Park
- 12/12** Consecutive fiscal years closed in surplus at Annapolis Maritime
- \$5M** Capital campaign delivered
- 500%** Ticket sales lift at Gettysburg Festival
- \$1.5M** State grants secured for Gettysburg Festival sustainability
- ★★★★** Charity Navigator Four-Star · Candid Platinum · MD Nonprofits Standard of Excellence
- 2017** Nonprofit Executive of the Year — Non-Profit Pro Magazine

## AS FEATURED IN

CNN · Wall Street Journal · USA Today · Southern Living · Garden & Gun

## SELECTED LEADERSHIP

### Annapolis Maritime Museum & Park

President & CEO · 2013–2025

### Gettysburg Festival

Executive Director · 2007–2011

### Main Street Gettysburg

Executive Director · 2003–2007

### Walt Disney Imagineering

Consultant · Celebration, FL · 1998–2000

## HOW WE WORK

Every engagement begins with a **free 30-minute discovery call**. From there, Estradegies builds a custom proposal with defined deliverables, a clear timeline, and transparent investment. Typical engagements run **three to six months**.

## Alice Estrada

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