

Dan Neary

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EDUCATIONAL BACKGROUND

- 1996 Master of Business Administration (MBA)
[University of St. Thomas](#) (St. Paul, Minnesota)
Pillsbury Fellow - Concentration in Non-Profit Leadership
- 1990 Bachelor of Science (BS)
[North Central University](#) (Minneapolis, Minnesota)
Interdisciplinary Studies

PROFESSIONAL EXPERIENCE

8/2021 – 6/2022 [The Pursuit](#)
Snohomish, Washington

With a focus on organizational effectiveness, Dan served this growing church as Development Pastor and Chief of Staff. The eight-year-old congregation experienced a season of explosive growth, from an annual-average Sunday attendance of less than 900 in August 2021 to consistently over 2,200 in the Spring of 2022. Consulting executive leaders, Dan's work focused on building organizational structure and systems to support and sustain growth. Work product included a body of policy and procedures, a retirement plan, stabilizing the church's preschool and daycare, and developing cross-functional teams.

8/2011 – present [Greatifiers](#)
Everett, Washington

Greatifiers serves as a small consulting practice with competence in several areas including marketing, communications, and business systems. Greatifiers is led by Dan Neary and Merlin Quiggle. Clients have included churches, small businesses, non-profits, and large corporations. A sample of projects follows.

Northwest Ministry Network – Dan led teams that culminated in the Network's 100-year anniversary celebration. The project included chairing a task force of stakeholders to determine the scope and direction of the project, and then serving as a contractor to implement the plan during the year leading up to the celebration. Greatifiers also

volunteered to serve the Network, leading an emergency fundraising campaign that resulted in over \$100,000 raised for relief after the Oso landslide. Dan has served several terms as chair of the Network's resolutions (governance) committee, leading two significant revision of the Network's bylaws.

Microsoft – Dan joined Microsoft's US Server Marketing and Operations team for six months as a contractor providing communications and planning support. The initial four-months were critical for the business as they were both landing their goals for FY12 and working through intense marketing planning for FY13; this challenge was compounded by a high rate of turnover and transition among key personnel. Dan came alongside leaders on the team to provide a broad range of business and planning support, including: budget management, budget planning, presentation support, business intelligence, corporate communications, and marketing planning. Supported the team responsible for the Private Cloud (Windows Server and related products) FY13 marketing plan. Dan worked with a team comprised mostly of leaders new to their role, and helped build and support a process that delivered a marketing plan that was recognized as a "model plan" by corporate leaders, and was noted as one containing "best practices" throughout the process. Other projects included assembling and editing executive communications, as well as facilitating high-level meetings and presentations.

General Council of the Assemblies of God – Greatifiers served as consultants, working with Dr. George Wood and Dr. Robert Cooley, during early stages of the consolidation of CBC and AGTS into Evangel University. The specific task was to provide strategies to integrate the CBC prospective students into the newly forming institution. Resulting tactics included financial aid programs and marketing materials.

Around the World Yo-Yo Entertainment – Dan has provided coaching and business systems support for this small business that performs assemblies in elementary and middle schools throughout the US and Canada.

Goodwill (Olympic and Rainier Region) – Dan served over four months by leading and implementing a needs assessment for IT planning, interviewing executives and managers throughout the organization in order to help project future IT needs and propose integrated solutions.

Cedar Springs Camp – Dan consulted over nine months coaching the camp director in fundraising strategies and tactics.

- 1/2002 – 6/2022** [Cedar Park Assembly of God](#)
Bothell, Washington
- 8/2015 – 6/2022 Pastor, Cedar Park [Northshore Church](#)
Kenmore, Washington
- 1/2002 – 8/2015 Pastor, Pleasant Bay Church
Kirkland, Washington

Dan served as pastor of Northshore Church, a branch of Cedar Park. Cedar Park pioneered what the Assemblies of God now calls parent-affiliated churches (PAC); Dan was involved in Cedar Park’s branches from the beginning, leading a congregation and participating in forming Cedar Park’s approach and systems for branches. For the first dozen years, serving as pastor was a part-time endeavor, leading a team of part-timers. In 2015, during a season of transition and reorganization, two congregations merged into one, with Dan serving as full-time, lead pastor of Northshore. Cedar Park’s branch churches operate nearly autonomously in terms of ministry, with back-office functions consolidated at Cedar Park’s headquarters (finance, IT, HR, etc.).

In addition to the lead pastor, Northshore employs two other full-time employees, and several part-time employees. Annual revenue exceeds \$400,000.

Northshore is a congregation located in the transitional area between Seattle’s urban center and suburbs. In-person Sunday attendance is typically around 100, with others participating in the ministry of Northshore online. While several drive from surrounding communities, Northshore is a neighborhood church with several families who walk to Sunday services.

Northshore is connected to its community through outreaches including Kenmore’s food bank, outdoor market, and a summer day-camp.

10/1998 – 8/2011 [Northwest University](#)
Kirkland, Washington

- 2009-2011 Executive Vice President and CFO
- 1999-2011 Executive Director (CEO) of the Northwest University Foundation
- 2004-2009 Executive Vice President
- 2003-2004 Senior Vice President for College Advancement
- 1998-2003 Vice President for College Advancement

Dan served in the executive administration of Northwest University during years of significant growth in most every area, leading growth in enrollment, fundraising, revenue (from \$14 million to \$34 million), campus expansion, governance, and program development. Dan served

as a direct report to the president (Dr. Don Argue, and then Dr. Joseph Castleberry).

Areas of expertise demonstrated throughout Dan's years at Northwest University included:

OPERATIONS

Strategic Planning – Developed and implemented a comprehensive system of ongoing strategic planning for the University that met the needs of various stakeholders, including various regulating and accrediting agencies. The planning system resulted in program and enrollment growth as well as increased fiscal strength.

Policy – Developed and managed an integrated system of employee, administration, and board policies, resulting in increased efficiency and decreased exposure to harm.

Project Management – Designed and led several projects, including construction of a health and sciences facility. The \$19 million project, in excess of 35,000 square feet in the center of the campus, was delivered on time and under budget.

Dashboard – Designed, implemented, and managed the University's first-ever strategic data dashboard of key metrics. This scorecard was the source of critical information for managers, employees and boards, including enrollment, fiscal health, customer satisfaction, and academic benchmarks.

Facilities – Increased the University's facilities by nineteen buildings through new construction and acquisition, enabling enrollment growth.

Crisis Management – Collaborated with other leaders to design and implement a comprehensive crisis management system and served as leader of the Crisis Management Team. This resulted in smooth operations, as well as increased confidence with local authorities and other influencers.

LEADERSHIP

Executive Team – Pioneered, implemented, and led the University's senior administration under a newly created Office of the President, moving from a group of siloed units to a highly integrated and functional team. Achieved open communication and collaboration among top leaders, resulting in increased efficiency and significant growth.

Governance – Championed and implemented a system of shared governance among the University's Board, Faculty, and Administration that resulted in empowering the Faculty to leverage their expertise in governance while better serving one another and students.

Leadership Development – Consistently developed staff members to assume leadership positions.

Board Relations – Served as a primary resource in developing board members. Designed and implemented systems to prepare members for each meeting, including building agenda, which resulted in increased board efficiency and effectiveness.

Communications – Designed, implemented, and managed a comprehensive system of internal communication using electronic newsletters, podcasts and blogs as the voice of the University's administration to employees, boards, students, and other influencers. These initiatives resulted in increased ownership of the University's vision and mission throughout the organization.

FINANCE

Budget Management – Managed a \$34 million institutional budget, as well as several departmental budgets, with a perfect record of meeting budget expectations, funding reserves, and delivering clean audits.

Debt Management – Led a process of refinancing the University's debt through tax-exempt bonds resulting in annual savings in excess of \$500,000.

Discounting and Financial Aid – Redesigned and managed the University's pricing strategy through discounting and leveraging financial aid, resulting in enrollment growth and increased net revenue.

Revenue Forecasting and Budget Cycle – Redesigned and managed systems of revenue forecasting and budget cycles, resulting in less tumultuous adjustments in response to enrollments, especially during difficult financial conditions.

FUNDRAISING, PUBLIC RELATIONS, MARKETING, AND COMMUNICATIONS

Fund Development – Led systems for fund development that supported institutional growth (totaling over \$20 million in donations). Personally solicited and received several \$1 million gifts for Northwest University (including international travel).

Donor Development – Personally recruited and led systems to enlist new individual donors, foundations, corporate givers, and influencers on behalf of the institutions served. Personally cultivated and led systems to retain donors.

Public Relations – Served as the organization's chief public relations officer, second only to the president, working with all constituencies and

media. Led systems of public relations as well as serving as spokesperson responding to inquiries and crisis.

Enrollment Growth – Led departments dedicated to enrollment, recruiting, and marketing, increasing enrollment from 850 to more than 1,500.

Marketing Strategy – Moved from mostly general image marketing to more targeted messages through testimonial advertising, resulting in overall enrollment growth as well as better fit of recruits.

Program Development – Led in founding and developing the Buntain School of Nursing at Northwest University, as well as the establishment of the University's graduate programs, including the first doctoral program.

After leading the administrative team through transition, Dan resigned from Northwest so that the new president could restructure the University's leadership team.

6/1996 – 10/1998 [Gordon-Conwell Theological Seminary](#)
South Hamilton, Massachusetts

Dan served as Director for Marketing and Public Relations, a member of the Seminary's management team for programs on three campuses and distance learning, reporting to the Vice President for Development (Dr. Barry Corey). Dan led the Seminary's comprehensive marketing and public relations strategies, and led the office that implemented all marketing tactics. As part of the management team, Dan worked closely with the seminary president (Dr. Robert Cooley, and then Dr. Walter Kaiser).

Dan resigned from Gordon-Conwell after accepting the opportunity at Northwest University.

9/1988 – 6/1996 [North Central University](#)
Minneapolis, Minnesota

1995-1996 Director for Marketing
1992-1995 Director for Admissions
1990-1992 Director for Information Systems
1988-1990 Development Coordinator

Under Dan's leadership in marketing and enrolment, North Central moved to best practices in enrollment, shifting from more personality-based recruiting, resulting in first stabilizing enrollments and then establishing a sustained period of growing enrollments. In these roles,

Dan reported to the president (Dr. Don Argue, and then Dr. Gordon Anderson).

As IT director, Dan reported to the CFO (Jeff Orluck).

As Development Coordinator, Dan reported to the Vice President for Development (Roger Lane). As a student, Dan established a program, and led a team of students who raised several hundreds of thousands of dollars to replace decaying windows in Carlson and Miller Halls.

Dan resigned from North Central after accepting the opportunity at Gordon-Conwell Theological Seminary.

PROFESSIONAL AFFILIATIONS

1989 – present	Credentialed Assemblies of God Minister (ordained)
2017 – present	Area Leader (presbyter) Northwest Ministry Network of the AG
2009 – 2011	Secretary/Treasurer, Society for Pentecostal Studies