

CUC T. VU

EXECUTIVE PROFILE

STRATEGIST | THOUGHT LEADER | MANAGER | INNOVATOR

20-YEAR LEADERSHIP CAREER PROVIDING VISION, STRATEGY, AND OPERATIONAL EXECUTION TO
NONPROFIT AND COMMUNITY ORGANIZATIONS WITH DIVERSE MISSIONS & GOALS

Results-driven visionary with a stellar record of success developing and operationalizing strategies and programs that engage and unite diverse missions and organizations. Skilled at creating a compelling vision, communicating a call to action, and building high-performing teams enthusiastic about achieving organization objectives. Recognized community leader and public speaker with expertise in topics on leadership, women's equality, the state of Lesbian, Gay, Bisexual, & Transgender (LGBT) equality, and immigrant civic engagement. Established network of contacts with local and national constituent groups including boards, committees, government, nonprofit organizations, and industry-leading corporations. Analytical, collaborative, and success-oriented.

MANAGEMENT & LEADERSHIP QUALIFICATIONS

- Strategic Planning & Partnerships
- Program Development
- Financial Management
- Change Management
- Inspirational Leadership
- Leadership & Resource Development
- Board Relations & Engagement
- Public Policy & Administration
- Cultural Transformation
- Fundraising | Development
- Community Outreach
- Human Resources Affairs

CAREER HIGHLIGHTS

- **Developed a 5-year plan with the first-of-its kind diversity and inclusion (D&I) goals for 200 Board members of the Human Rights Campaign (HRC)**, overcoming resistance, and gaining acceptance, commitment, and accountability.
- **Led the first-time local engagement and partnership with 30 companies and 18 service organizations** by developing a service strategy aligned to Martin Luther King (MLK) Day of Service—shifting the perspective of HRC in the community.
- **Transformed the organizational culture of the HRC** from a task-oriented model—to one that incorporates diversity and inclusion as leadership behaviors in the workplace—utilizing four key competencies.
- **Co-Founded 2 nonprofit organizations that have risen to national prominence**—Mi Familia Vota and Mi Familia Vota Education Fund, advancing civic participation in Latino immigrant communities. Honored with the Keepers of the American Dream Award in 2009.
- **Collaborated with leading national and local immigrant rights groups to create the first-ever national immigrant rights coalition**—positioning the SEIU as the leading immigrant rights union, and earning recognition from *The Washington Post*.

EXECUTIVE EXPERIENCE

CHIEF DIVERSITY OFFICER—HUMAN RIGHTS CAMPAIGN (HRC)

2007—2013

Member of the senior management team leading the strategic vision, planning, and implementation of D&I initiatives to fulfill stated objectives for HRC. Led outreach with key stakeholders, partnering organizations, and communities across the U.S. Assembled and selected committees for leadership programs and initiatives. Built and maintained broad networks across sectors—nonprofit, corporate, union, and ethnic media—and leveraged relationships with diverse groups to advance HRC mission. Acted as company D&I representative and speaker. Led a cross-functional team and managed \$750k budget.

- **Conceived and executed Equality Leaders for the 21st Century**—a leadership development program tailored to diversify HRC's Board of Directors and volunteer corps—achieving a 30% success rate for 6 consecutive years.
- **Expanded the Equality Leaders program to include development of HRC's volunteer community of men**, following a funding award and request from Board to expand the women's program.
- **Recruited, selected, and convened a volunteer-based D&I Council that comprised a variety of corporate and non-profit sector leaders across the U.S.**, developing a 5-year strategic plan that engaged and incorporated council feedback.
- **Executed a new program that incorporated D&I as leadership behaviors and practices in volunteer community**—guiding, training, and motivating 600 volunteer leaders across 30 communities within 1 year.
- **Partnered with National Association of Latino Elected Officials in the development of citizenship workshops in 17 cities**, mobilizing volunteers under a civic engagement campaign that helped thousands become U.S. citizens.

EXECUTIVE EXPERIENCE (CONTINUED ...)

IMMIGRATION CAMPAIGN MANAGER—SERVICE EMPLOYEES INTERNATIONAL UNION (SEIU)

2002—2007

Led the immigration program for the SEIU, providing strategic leadership and direction on policy, politics, communications, advocacy, and field organization. Led cross-functional teams and managed a budget of \$200k.

- **Led the positioning and recognition of SEIU as a leading union on immigration issues** by organizing local unions of 2M members, and engaging in congressional, state, and grassroots advocacy, media campaigns, and member education.
- **Advanced voter education, registration, and turnout in Latino communities through Mi Familia Vota**, registering tens of thousands of voters over 6 election cycles and turning out tens of thousands of low-propensity Latino voters.
- **Collaborated with leading groups to develop a national coalition with grassroots and legislative action strategies on immigration reform** that led to the creation of a larger and more coordinated civic participation effort.
- **Convened policy discussions and influenced immigration reform principles within SEIU and among coalition partners.**

PREVIOUS CAREER ASSIGNMENTS

SENIOR PROGRAM SPECIALIST—AFL-CIO, Washington, DC (1996—2002)

EXECUTIVE ASSOCIATE—NATIONAL HUMANITIES ALLIANCE, Washington, DC (1995—1996)

SPECIAL ASSISTANT—U.S. DEPARTMENT OF LABOR WOMEN'S BUREAU, Washington, DC (1994—1995)

RECOGNITION & AWARDS

DIVERSITY WOMAN MAGAZINE—OCTOBER 2010 COVER STORY ON LEADING CHIEF DIVERSITY OFFICERS

QUOTED IN "THE NEXT GENERATION OF WOMEN LEADERS: WHAT YOU NEED TO LEAD BUT WON'T LEARN IN BUSINESS SCHOOL" BY SELENA REZVANI (2010)

VIDEO PRESENTATION ON "WHAT LEADERSHIP MEANS"—1,000 VOICES: A NATIONAL ARCHIVE (2008)

INSPIRATIONAL YOUNG ALUMNI AWARD—POMONA COLLEGE (2003)

PROFESSIONAL AFFILIATIONS

ALUMNAE—CENTER FOR ASIAN PACIFIC AMERICAN WOMEN—LEADERSHIP INSTITUTE (2013)

ADVISORY COUNCIL MEMBER—HARVARD KENNEDY SCHOOL OF GOVERNMENT LGBTQ POLICY JOURNAL (2012—Present)

PRESIDENT & FOUNDING MEMBER—MI FAMILIA VOTA EDUCATION FUND (2006—Present)

SECRETARY & FOUNDING MEMBER—MI FAMILIA VOTA (2005—Present)

FORMER BOARD MEMBER—NATIONAL IMMIGRATION FORUM (2005—2006) & NATIONAL GAY & LESBIAN TASK FORCE (2006)

HIGHLIGHTS OF SPEAKING ENGAGEMENTS

POINTS OF LIGHT CONFERENCE—Leadership Matters: How to Use Leadership Development to Increase Volunteer Diversity, Retention, and Bottom-Line Financial Results (2013)

UNIVERSITY OF NORTH TEXAS DIVERSITY & INCLUSION CONFERENCE—Journey to Freedom (2013)

NATIONAL GAY & LESBIAN CHAMBER OF COMMERCE—Panel discussion with Karyn Tawronite (Ernst & Young), Wanda Brackins (RBC Wealth Management), and Sandy Hoffman (Cisco) (2013)

UNION OF NORTH AMERICAN VIETNAMESE STUDENTS ASSOCIATIONS—Noi Nuong Tua (Never Far From Home) (2013)

PUBLIC SPEAKING—Shell Oil, McDonald's, Proctor & Gamble, Unilever, Chief Diversity Officers Forum (2010—2013)

EDUCATION

INTERPERSONAL LEADERSHIP STYLES CERTIFICATION—STRATTON CONSULTING GROUP (2012)

ADVANCED LGBT LEADERSHIP COHORT (2008) & **ART OF LEADERSHIP CERTIFICATION** (2007)

ROCKWOOD LEADERSHIP PROGRAM

MASTER OF ARTS IN PUBLIC POLICY AND ADMINISTRATION (1994)

COLUMBIA UNIVERSITY, SCHOOL OF INTERNATIONAL AND PUBLIC AFFAIRS, New York, NY

BACHELOR OF ARTS, ART HISTORY—WITH PUBLIC POLICY ANALYSIS PROGRAM COMPLETION (1992)

POMONA COLLEGE, Claremont, CA