

Veronica Kirin

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PROFILE

An ambitious entrepreneur with an award winning track record in leadership who uses coaching, writing, and speaking to support entrepreneurs and change makers in developing and scaling their ideas for greater freedom and impact.

EXPERIENCE

Coach & Consultant | Veronica Kirin, Inc. 2016-Present

Coach to audacious entrepreneurs. Develop systems, marketing, and scalability for clients in service and product oriented businesses. Workshop presenter and keynote speaker at conferences, universities, and events around the world.

Creator & Author | Stories of Elders 2015-Present

Conducted research and ethnography by traveling 12,000 miles across America to interview 100 members of the Greatest Generation to understand how technology changed everything. Published 2018, conducted a national book tour in 2019. As seen on TEDx. Funded by Kickstarter. Currently developing follow up book “Stories of Tech” via interviews with Generation Z.

Founder & Creative Director | GreenCup Digital 2012-2018

Innovated to disrupt the digital market to expand the online reach of clients. Conducted PR and networking to enter new markets and shape company messaging. Scaled business to better serve clients and grow exponentially. Recruited and managed team, project deadlines, and sales. Sold in 2018 to a fellow woman in tech.

CEO & Co-Founder | Fuse West Michigan 2014-2015

A design-based startup developed to create a World’s Fair style event in Grand Rapids, Michigan. In charge of messaging, community building, strategizing, social media, website design, networking and connections, and PR. Successfully chartered five state-wide strategic partnerships.

Director of Content Marketing | Content Customs 2010-2012

Promoted from Executive Assistant after four months with parent company Sky Vision Enterprises to Director of Content Development for subsidiary Content Customs. Managed team of 25 as well as maintained relations with clients and invoicing. Grew active client list by a factor of ten. Conducted weekly strategy meetings with CEO.

Executive Director | Hands Engaged in Life's Projects (HELP) 2010-2012

A nationally recognized 501(c)3 nonprofit organization. Researched grants and networking opportunities, as well as grant writing. Conducted outreach to partner organizations, recruited volunteers, and engaged with donors. Planned benefits and volunteer events. Organized and chaired monthly board meetings. Developed program Volunteer Local First to combat "voluntourism".

Field Team Leader | AmeriCorps National Civilian Community Corps 2009-2010

Oversaw the work, travel, and function of a team of nine while conducting relief work across the country. Managed schedules, coordinated with sponsoring organizations, prepared and maintained impact metrics sent to base and Congress, and organized future projects under strict confidentiality.

Corps Member | AmeriCorps National Civilian Community Corps 2006-2007

Deployed on a team of ten persons conducting national and community service. Created and oversaw the post-Katrina case working program for Operation TLC in Mississippi. Directed volunteers in building homes for Habitat for Humanity in Louisiana. Directed distribution and helped build the after school program for Emergency Communities in Louisiana. Created camp activities for underserved children at the Wonderful Outdoor World in Salt Lake City.

EDUCATION

Bachelor of Arts in Anthropology | Grand Valley State University 2009

Completed a degree in Anthropology through focused tracts in Politics, Philosophy, Humanitarian Aid, and Gender Studies. Actively participated in university programs, organizations, and non-degree earning studies. Cognates in Spanish and French.

CERTIFICATIONS

Website Design & Development Certificate | Grand Rapids Community College 2013

Grant Writing Certificate | The Funding Seed, LLC 2012

Nonprofit Board Leadership Cert. | Johnson Center for Philanthropy at GVSU 2011

SKILLS

Computer Skills

Website Design, Content Management Systems, HTML, CSS, PHP, Microsoft Office, iWork Suite, Google Suite, Adobe PhotoShop, Adobe Illustrator, Adobe InDesign, Adobe Premier Pro, Search Engine Optimization (SEO), CRM Software, ClickFunnels, MailChimp

Business Skills

Cost Benefit Analysis, Nonprofit Management, Public Relations, Marketing, Public Speaking, Fundraising, Event Planning, Event Management, Scholarly Resource Research, Grant Writing, Press Release Writing, Copy Editing, Community Outreach, Business Scaling, Workshop Organizing, Market Research, Budget Management

HONORS & AWARDS

2020 | Orange County Business Journal Excellence in Entrepreneurship Nominee
2020 | Grand Rapids Business Journal 50 Most Influential Women Nominee
2020 | Business Equality Magazine 40 LGBTQ Leaders Under 40 Business Awardee
2019 | Corp! Magazine Diversity Business Leadership Award
2019 | Exceptional Women of Excellence (Women Economic Forum)
2019 | Leukemia Lymphoma Woman of the Year Nominee
2018 | Grand Rapids Business Journal 40 Under 40 Business Leaders
2017 | Grand Rapids Business Journal Top Women Owned Business Nominee
2017 | PEERspectives CEO Roundtable (Michigan Women Forward)
2011 | Rising Women Leaders (Huntington Bank, Grand Rapids)
2009 | Lambda Alpha Anthropology Honors Society
2009 | Presidential Award for Volunteerism
2008 | Gold Congressional Medal for Volunteering and Service
2008 | Silver Congressional Medal for Volunteering and Service
2007 | Bronze Congressional Medal for Volunteering and Service
2007 | Presidential Award for Volunteerism
2007 | Spirit of Service Award (Corporation for National and Community Service)

BOARD POSITIONS

Board & Fund Committee Member | STEM Greenhouse — 2019-present
Vice President | GVSU LGBT Alumni Association — 2018-2019
Communications Committee | aimWest — 2017
Board Member | Midtown Neighborhood Association — 2013-2015

SPEAKING

Feb 2020 **Malibu High School**
Presented book, documentary, and conducted interviews for upcoming book

Jan 2020 **Wine and Impact**
Presented an empowering speech in support of female entrepreneurs

Sept 2019 **Book Tour**
Veronica presented her book at 12 locations across the United States

May 2019 **Canadian LGBT Chamber of Commerce Annual Summit**
Keynote on self care for LGBTQ entrepreneurs

Apr 2019 **Women Economic Forum Annual Summit, Delhi**
Plenary presentation and two workshops on entrepreneurship

Mar 2019 **TEDxMacatawa**
Presented findings of book Stories of Elders

Feb 2019 **Conference on Aging at GVSU**
Presented workshop on aging with tech alongside findings of book