



Lula Lake Land Trust Executive Director Candidate

Cultural Fit & Potential



Andy Younger

Andy is an outlier candidate who does a solid job of making a good first impression. He has an air of salesmanship and responsiveness that is curiously intriguing. He was a staff favorite due to his ability to be lighthearted and do well with tough questions. They seemed to be open to his leadership. Due to his lack of knowledge in the Land Trust space, his answers were largely conjecture. He relied on his depth of experience in fundraising, development, relationships and leadership. I think his staff and board "fit" would be good over time. He would really have to learn a new field in order to stand alongside, Rick, Robyn, Mark and others as a worthy conservation peer. He would also have to win over local donors, foundation reps, and Lookout Mountain in general.

Experience

- Director - Orlando Health Foundation
- Development Manager - Orlando Health
- Digital Communication Manager
- Marketing Manager - local publication
- B.S. & M.S in Marketing

- Experience / knowledge in the Land Trust / Conservation space is minimal. This would be a career shift for Andy.

Hard Skills

- Communications
- Fundraising and Development
- Certified Fund Raising Executive (CFRE)
- Woodworking
- Parenting
- Hospital setting
- Graphic design awareness
- Publications
- Print procurement
- Leadership

Soft Skills

- Solid verbal communicator
- Responsive, not aggressive
- Relational
- Friendly
- Makes good first impression
- Highly energetic
- Confident
- Conservative and retrained in behavior
- Well organized
- Firm leader

Birkman View

Andy is a very confident marketing and sales professional who does so in a social service setting. He is drawn to occupations or hands on work in the outdoors but does not appear to have let that get in the way of talking care of his family. He is socially outgoing, assertive, and driven to complete tasks and demonstrate results. His "Work Motivation" is very strong and he simply enjoys hard work (really, of any kind). He comes across as highly intelligent and socially adaptable. He is not one to make overarching changes but rather pick up where another left off and attempt to master and excel. His overall Birkman scores are very positive.

