



Lula Lake Land Trust Executive Director Candidate

Cultural Fit & Potential



Whitney Standefer-Smith

Whitney is certainly one of the more well educated (among a group of well educated candidates). Please review the wealth of credentials. While these are compelling credentials, she has found it difficult to “stick” to one career path thus far. She interviewed well. Staff would need to “warm up” to her as a leader as she is still young. I believe that our board would be enthusiastic about her being both an environmental attorney and credentialed financial analyst. This is a multidimensional candidate with tremendous potential - if she can commit to a longer stint. She is a young mother and refers to herself as the breadwinner. Is it possible Lula Lake is where her life finally makes sense?

Experience

- Legal Aid of East TN - Program Director
- Wealth Management Advisor - Merrill Lynch
- Business Owner - TN River Rowing
- Attorney at Massey & Associates
- Legal Intern - The Nature Conservancy
- GPS Varsity Rowing Coach
- Campaign Supervisor for Ken Smith
- Summer Director - Heartland Ranch (Burton Brown)
- Campaign Worker for Berke for Senate
- And there are a few more in her resume.

Hard Skills

- Outstanding intellect and IQ
- Studious
- Credentials too numerous to mention
- Leadership posts in many different orgs.
- Sports Coaching
- Financial Acumen
- Legal background in Environmental Law
- Awareness of Land Conservation principles
- Organizational policy
- Expert in sustainable investing
- Tax compliance
- Entrepreneurship

Soft Skills

- Very personable
- Makes a good first impression
- Sense of humor
- Easy to talk with
- Inquisitive or curious
- People and idea oriented
- Well rounded /Varied interests
- Insightful, thoughtful
- Has characteristics of being visionary
- Methodical when necessary
- Assertive when necessary
- Team Development through coaching

Birkman View

Whitney’s Birkman Map shows one who resides in the creative quadrant. This blue zone can be the quadrant for visionary leaders, entrepreneurs, and creative types. She is likely all of those. Her areas of interest suggest that she is well educated, enjoys reading and writing, financial projects, and has a keen interest in being of service or in a non-profit. Her generally low Org. Focus scores tell the story of one who has yet to find that meaningful career spark but tries. She is confident and charismatic; reserved on the outside but has a playful rebelliousness inside. She is motivated to work hard and has a blended leadership profile, tough or casual, as necessary. I think that she may be able to “turn it on” when fundraising via a moderate persuasive profile.

