



Ruthanne Fuller
Mayor

City of Newton, Massachusetts
Office of the Mayor

#250-23

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June 12, 2023

Honorable City Council
Newton City Hall
1000 Commonwealth Avenue
Newton, MA 02459

To the Honorable City Councilors:

I am pleased to reappoint Asa Fanelli of 8 Kerry Court, Newton 02465 as a member of the Health and Human Services Advisory Council. Her term of office shall expire on January 1, 2025 and her appointment is subject to your confirmation.

Thank you for your attention to this matter.

Warmly,

Ruthanne Fuller
Mayor

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2023 JUL -3 PM 3:40
CITY CLERK
NEWTON, MA. 02459

Application Form

Profile

Asa R Fanelli
First Name Middle Initial Last Name

asa@idealiftgroup.com
Email Address

8 Kerry Court
Home Address Suite or Apt

Newton MA 02465
City State Postal Code

What Ward do you live in?

Ward 3

Mobile: (617) 792-0409 Home: (617) 243-0587
Primary Phone Alternate Phone

Idealift Group, LLC Founder & Chief Strategist
Employer Job Title

Which Boards would you like to apply for?

Health and Human Services Advisory Council : Submitted

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board or commission?

I have served on the HHS Advisory for the last few years and I would like to continue to support the great work being done by the HHS Department in Newton.

Asa R Fanelli_resume_Linkedin_.pdf
Upload a Resume

Contact

617 7920409 (Mobile)
asa@idealiftgroup.com

www.linkedin.com/in/asafanelli
(LinkedIn)
idealiftgroup.com (Company)

Top Skills

Leadership
Public Speaking
Nonprofits

Languages

Swedish (Native or Bilingual)
English (Native or Bilingual)
Italian (Native or Bilingual)

Certifications

The 7 Habits of Highly Effective
People for Managers Certificate
Leaders of Learning Honor Code
Certificate
Honor Code Certificate from
Learning by Giving Foundation:
Giving With Purpose
Unlocking the Immunity to Change:
A New Approach to Personal
Improvement
Mindful Workplace Facilitator

Åsa Fanelli

Founder IdeaLift Group; Emotional Intelligence skill building for resilience, psychological safety, wellbeing & performance; Mindfulness programs to reduce stress & burnout; SIY Certified Teacher; Speaker & Facilitator
Greater Boston

Summary

As the Founder & and Chief Strategist of IdeaLift Group LLC, a boutique strategic consulting firm in Boston, MA, I help to advance the ability of private sector and nonprofit executives, board members, entrepreneurs and philanthropists to be effective change leaders. My expertise lies in board and leadership development, effective governance practices, strategic planning, organizational development and revenue development. After more than 20 years of broad-based leadership experience in the global corporate and nonprofit sectors, I am now also a Search Inside Yourself Certified Teacher, offering mindfulness based emotional intelligence trainings to help teams and leaders build inclusive, innovative workplaces and overall wellbeing.

Expertise:

Leadership Development & Team Building - Mindfulness & Emotional Intelligence Trainings - Board Development & Governance - Strategic Planning - Fundraising - Building a Culture of Philanthropy - Organizational Assessment - Talent Management & Succession Planning - Redefining & Aligning Mission, Vision and Core Values - Capacity Building - Program Development - Mergers & Strategic Partnerships - Government Relations and Advocacy - Volunteer Management - Restructuring/Cost Containment - Facilitation of Board and Management Retreats

Experience

IdeaLift Group
Founder & Chief Strategist
January 2015 - Present (7 years 4 months)
Greater Boston Area

IdeaLift is a boutique strategic consulting firm that works with social impact leaders to develop high-performing teams, organizational capabilities and a culture that fuels success. IdeaLift engages consultants who have served in executive leadership roles to provide unparalleled insights, project management and thought leadership to nonprofits, businesses, entrepreneurs and philanthropists. The consultants work with a variety of client organizations to help with board development, drive strategic planning, facilitate collaborative innovation among teams, and build organizational capacity to support the effectiveness of executives and boards.

www.idealiftgroup.com

Institute for Organizational Mindfulness (IOM)

Mindful Workplace Facilitator

January 2022 - Present (4 months)

The Global Association for Science-Based Performance-Focused Mindfulness.

IOM is a non-profit association of scientists, educators, human capital and operating professionals, with a shared mission to bring mindfulness neural training into the mainstream — to develop more effective leaders, a healthier, happier, higher performing workforce, and a safer, more inclusive, more productive workplace.

Search Inside Yourself Leadership Institute (SIYLI)

SIY Certified Teacher - Mindfulness Based Emotional Intelligence Programs

April 2019 - Present (3 years 1 month)

The Search Inside Yourself program developed by Google and backed by neuroscience, teaches emotional intelligence and mindfulness techniques that increase health, wellbeing and creativity in life and work. SIY trainings help develop self awareness, self management, empathy, and resilience, leading to more effective, compassionate leaders and more collaborative and inclusive workplaces.

Verdant Consulting

Resiliency & Burnout Facilitator for Leadership & Employees

March 2022 - Present (2 months)

Boston, Massachusetts, United States

Offering businesses the opportunity to create science based mental health support for themselves and their employees in a way that builds psychological

safety within the workplace and helps support retention within their companies and non-profits. Our program teaches leaders and teams proven tactics for bouncing back from challenges more quickly and effectively.

Journey Meditation

Journey Meditation Teacher

June 2019 - Present (2 years 11 months)

Greater Boston Area

Journey is a powerful Stress Management & Mental Wellbeing Program to reduce burnout, turnover, and stress-related illness while increasing productivity and engagement. As a Journey Meditation Teacher I lead meditation classes at corporations and nonprofits in the Boston area.

<https://corporate.journeymeditation.com>

Horizons for Homeless Children

President and CEO

March 2010 - October 2013 (3 years 8 months)

The mission of Horizons for Homeless Children is to improve the lives of homeless children and help their families succeed by providing high quality early education (with a social emotional learning curriculum), opportunities for play and comprehensive family support services. Horizons also advocates on behalf of young children, train educators and human services providers.

- Had overall responsibility for \$10M budget with 120 staff and 35 engaged board members.
- Led and implemented a new five-year strategic plan to build and strengthen Horizons as a national thought leader in early education for homeless children.
- Grew fundraising revenues +10% each year for three consecutive years through individual donors, corporations, foundations and events while developing private/ public partnerships.
- Created a new Marketing/PR team resulting in increased online donations, greater visibility and a complete rebranding of the organization.
- Recruited and developed a new Evaluations and Research team that developed data-driven practices, new IT system and tools to measure outcomes based on an innovative School Readiness Framework.
- Aligned staff around a new company culture resulting in new statements of core values, mission and vision and measurable departmental goals.
- Initiated broader and deeper policy and advocacy relationships with state agencies, legislators and advocacy partners/coalitions resulting in increased government funding and grassroots advocacy efforts.

- Contributed as an active member on government and private advisory councils as an expert in early education and homelessness, while seeking out partnerships with similar nonprofit organizations and early education organizations in MA and nationally.
- Strengthened the statewide Volunteer Program by facilitating knowledge sharing and standardizing practices across regional offices. Oversaw recruitment, training and support of 3000 volunteers in 150 homeless shelters statewide.

EF High School Exchange Year

9 years

Board Chair for Education First Foundation of Foreign Studies (now EF HSEY)

2006 - 2008 (2 years)

The largest foreign student exchange organization with staff of 60 and over 1000 volunteers placing and supervising 3000 international students spending a high school year in the US living with volunteer host families. Directly managed two succeeding co-Presidents. Role simultaneous with President of Talent Management and Human Resources role below.

- Led organization to become largest U.S. provider by taking market share and focusing on customer satisfaction.
- Aligned the company vision and strategic plan with stakeholders' interests by building strong relationships between customers, 30 international sales offices, U.S. Board of Directors, staff, thousands of volunteers, and U.S. State Department.
- Strengthened the foundation's top and bottom lines by major restructuring of organization, creative marketing and recruitment initiatives, volunteer engagement, and staff rightsizing to produce growth in a very competitive market.
- Led organization to 100% compliance with government regulations by implementing new operational plan with aggressive deadlines and goals, a zero tolerance policy, increased internal controls and updated staff training. Motivated employees/volunteers to track compliance results.
- Organized network of major competitive foreign exchange organizations to advocate with State Department and other entities to improve students' safety and implement best practices.

President Latin America

2004 - 2006 (2 years)

Greater Boston Area

EF High School Year is the sales partner of EF Foundation, and recruits students in 30 countries worldwide to spend a high school year abroad.

- Grew revenues by 30%, profitability and customer volume in six sales offices in Latin America.
- Developed new marketing plan for direct and indirect sales (schools and agents) increasing number of leads, conversion rates, and improving overall branding of company.
- Increased market share in highly competitive market by creative product development, new pricing structure, and customer focus.
- Built new team in regional offices by rallying for common goals and strategies, team building and motivation, creating employee loyalty to product.

President USA, Canada and Europe

1999 - 2006 (7 years)

Greater Boston Area

- Executed turnaround of organization through motivating and rewarding volunteer network, cultivating staff morale and empowerment, and direct focus on rebuilding trust and accountability among stakeholders.
- Instituted new operational plan; consistently met revenue and cost targets through financial controls and creative resource management.
- Oversaw implementation of new IT system and website to improve internal efficiency, facilitate communication with students, and grow the volunteer network.
- Improved program quality and customer satisfaction through increased monitoring and specific evaluation follow up. Redesigned risk and crisis management procedures.
- Improved cross-cultural understanding between international recruitment offices and operations offices through awareness training.

EF Education First

President, Talent Management and Human Resources

2006 - 2008 (2 years)

The largest privately-owned language education organization offering language learning, educational travel, academic programs and cultural exchange. EF Education consists of 15 separate companies, operating in 52 countries with 23,000 staff, teachers and volunteers.

Appointed to lead elevated global cross-company talent management initiative to respond to increased demand for talent and increased corporate citizenship initiatives; led all North American human resources activity.

- Created and facilitated leadership seminars for mid- and senior-management in the U.S., Canada, Europe, and Latin America; connected senior management to employees through seminars, networking events, and team-building activities, resulting in increased visibility of senior leadership.
- Initiated ongoing employee satisfaction measures by surveying and establishing benchmarks, then implementing changes that increased staff retention and loyalty.
- Launched new employee volunteer opportunities and charity campaigns to increase employee engagement in community-focused initiatives, partnering with non-profit organizations to create social impact and staff satisfaction.
- Organized new format for staff performance and development reviews for managers globally tied to company's vision, core values and core skills.
- Facilitated the implementation of a professional development training series offered to 1300 U.S. staff on a regular basis and resulting in improved motivation of employees.

EF Education First

Vice President UK Operations

1998 - 1999 (1 year)

Brighton, United Kingdom and Amsterdam, Netherlands

- Oversaw U.K. operations responsible for organizing English language courses, hosting families and providing extracurricular activities for 35,000 international students spending a summer in the U.K.
- Built relationships with local agents and staff in U.K., and international sales offices to improve the cooperation and communication between all parties involved.
- Completed organizational assessment and strategic plan.

EF Educational Tours

6 years

Regional Director

1994 - 1998 (4 years)

Rome Area, Italy

EF Educational Tours offers over 300 packaged tours to Europe, Latin America, Africa, Asia, India, Australia and New Zealand and serves more than 100,000 students and teachers annually. Go Ahead Vacations provides educational packaged tours for adult travelers.

- Directed Operations and Product Development in Italy, Greece, Turkey and Egypt, significantly growing the region's production capacity.

- Designed new tour itineraries and tour options in rapidly growing educational travel industry increasing revenue per traveler/bottom line.
- Proven track record of negotiating contracts for hotel, cruise and transportation in highly competitive markets, leading to long term supplier relationships and increased profitability; changed base of suppliers leading to increased tour quality and customer satisfaction.
- Managed multi-cultural, high-performing team in a challenging customer and supplier market with tight deadlines and budgets.

Country Manager Italy & Greece

1992 - 1994 (2 years)

Rome Area, Italy

- Directed tour operations and travel logistics in Italy and Greece in a high volume customer-contact environment.
- Recruited, trained, and supported Tour Directors keeping up with higher demands in volume and quality resulting in highest selling package tours.
- Handled travel emergencies for groups on tour; improved safety of tours.

Education

Stockholm University

BA, HR and Economics · (1988 - 1992)

Singapore International School

Swedish School Nairobi, Kenya