

# TRACY WELCH

• Petersburg, Alaska

## SUMMARY

Experienced Executive Director with a proven track record in strategic leadership and consensus building amongst diverse interests. Skilled in building and maintaining relationships, working with tribal, state and federal leaders, and navigating difficult industries/spaces.

## SKILLS

- **Communication & Collaboration:** Effective & strategic communication, relationship management, stakeholder engagement, highly developed leadership and interpersonal skills.
- **Policy Expertise:** Familiarity with Alaska & Federal political process, legislation tracking, forming policy positions.
- **Analysis & Strategy:** Strategic thinking, problem-solving, advocacy plan development & assessment.

## WORK EXPERIENCE

### **UNITED FISHERMEN OF ALASKA • Executive Director • Juneau, Alaska**

- Influence policy and drive organizational goals through government relations and lobbying activities at the state and federal level.
- Build and maintain relationships with stakeholders utilizing strategic communications. Represent the organization in public meetings, legislative hearings, the press, social media, and other venues as necessary.
- Direct the financial, business office activities, and other assigned functions that are aligned with defined policies and objectives. Provide board support, including planning and facilitating bi-annual meetings for the 39-person board.
- Responsible for the company's communications, marketing plans, media services, social media, and attendance at seafood tradeshows that elevate organization recognition to a targeted audience of over 5,000 participants representing all facets of the industry.

### **PETERSBURG INDIAN ASSOCIATION • Tribal Administrator • Petersburg, Alaska**

- Led a team of 20+ staff and provided oversight of all tribal programs and operations. Designed COVID relief programs which resulted in a significant increase of federal money coming to the tribe and community, including the only \$500,000 grant awarded to a tribe in Alaska for subsistence harvest impact mitigation.
- Developed, implemented, and evaluated policies, procedures, objectives, and action plans of the organization. Worked closely with tribal and community stakeholders to develop a strategic plan for the tribe that incorporated cultural, business, and educational objectives.
- Provided grant writing, management, and reporting services. Successfully secured grant funding for new programs, which included a summer youth career exploration program that employed 6 tribal youth.
- Responsible for human resources, including hiring, conducting employee evaluations, and terminations.

### **FISHING VESSEL – DREAM CHASER • Co-Owner / Deckhand • Petersburg, Alaska**

- Participate in the sustainable harvesting of salmon and halibut in Alaskan waters.
- Responsible for management of the vessel's direct marketing operations, including communication with customers and fish processors, regulatory compliance, and logistics.

## EDUCATION

University of Oregon School of Law - Juris Doctor / University of Notre Dame - BA in Political Science

## BOARD MEMBERSHIP

- BlueChip Financial (Tribally Owned) – Board Vice Chair. Collaborate with CEO and upper management to establish strategic growth goals to grow the organization and increase annual revenue contributions to the Tribe.
- Southeast Alaska Regional Health Consortium (SEARHC) – Board Director – Member of the Executive Committee. Aid in establishing and maintaining the governance framework, setting long-term vision and strategic goals, financial oversight, identifying and monitoring enterprise-wide risk, and ensuring appropriate communication and engagement with key stakeholders.
- Alaska Seafood Marketing Institute – Communications Committee Member. Provide strategic direction to assist the Communications Director and staff and give feedback on program tactics, provide recommendations to the full Board on proposed budget for the program, and provide market insight to inform program strategies and tactics.
- State of Alaska Small Business Economic Development Loan Program (SBED) – Loan Administration Board Member.