



## Founder & CEO of Social Impact Architects, Public Speaker & Top-Rated Blogger

Suzanne Smith (@snstexas) has a deep belief that everyone is a changemaker. As a serial social entrepreneur, she strives to harness the powerful force of organizations, including nonprofits, foundations and socially responsible businesses, and individuals, especially students and young entrepreneurs, to maximize the potential of the social sector to create real, scalable impact.

In 2009, Suzanne founded Social Impact Architects, a registered Benefit Corporation, to reshape the business of social change. She combines her MBA know-how with two decades of experience as a nonprofit innovator to serve as a consultant, advisor and thought partner. She is also a highly sought-after public speaker at conferences nationwide, including being selected as a featured speaker at TEDxTurtleCreekWomen, and teaches as an adjunct professor at the University of North Texas. In this work, she has pioneered open-source frameworks for the creation of better social solutions, including layered logic models, ecosystem mapping and social alchemy. For her outstanding work as a leading thinker, she was recognized with the Next Generation Social Entrepreneur Award by the Social Enterprise Alliance. In 2015 and 2016, Social Impact Architects was recognized as one of the “Best for the World” small businesses by B Corp.



Suzanne also authors Social TrendSpotter (@socialtrendspot), one of the sector’s top blogs according to the Huffington Post. Known for its relatable way of blending important concepts and new ways of working with storytelling, Social TrendSpotter has been hailed by readers as “the only blog I read each week.” She is frequently interviewed by regional and national media on social entrepreneurship and has published articles in *Forbes*, *The Chronicle of Philanthropy*, *See Change*, *Nonprofit Business Advisor*, *Upstart* and *Grantmakers in Health*.

Suzanne has been at the epicenter of game-changing social solutions for more than two decades as a social intrapreneur. Her first jobs at the City of Garland and Texas Municipal League taught her the power and potential of local government to impact change. Later, she worked for Phoenix House to scale evidence-based prevention and treatment programs to Texas and for the American Heart Association to build a national state advocacy strategy. One of her greatest achievements was co-founding the Alliance for a Healthier Generation – one of the country’s first movements focused on combating childhood obesity – with a team from the William J. Clinton Foundation. She also co-founded Flywheel: Social Enterprise Hub in Cincinnati, Ohio, to help nonprofits build meaningful and sustainable social enterprises.

Suzanne holds an MBA from Duke University’s Fuqua School of Business, where she was selected as the CASE (Center for the Advancement of Social Entrepreneurship) Scholar. Nationally, she was selected as a member of Peter Senge’s Society of Organizational Learning and Young Entrepreneurs Council. She also served on the national board of the Social Enterprise Alliance.

A third-generation Texan, her roots run deep through her work to improve her community with Entrepreneurs for North Texas, Dallas Business Club, Leadership Dallas, Leadership North Texas and the Junior League of Dallas. She has served a number of appointed posts for the City of Dallas and currently serves in leadership roles on the Dallas Commission on Homelessness and the Mayor’s Task Force on Poverty. She was honored to receive the Dallas Business Journal’s 40 under 40 award in 2012 and the Dallas Regional Chamber’s Young ATHENA Leadership Award in 2014.

Raised by career educators who were deeply committed to making a difference through education, Suzanne found her calling at an early age as both a social activist and entrepreneur. When she isn’t traveling to speak, consult or discover new places, she can be found playing with her eight nieces and nephews or writing her first book on the social sector.

# About Us

To be architects of a better world, we need smart designs, the best tools and the expertise to implement them. At Social Impact Architects, we believe strategic, disciplined approaches to social change are more transformative, more sustainable and more impactful.

Social Impact Architects is a social change agency that provides consulting and learning experiences to changemakers, working alongside them to create game-changing solutions to social issues. Our clients include nonprofits, NGOs, foundations and social entrepreneurs. We bring them MBA-level expertise and national perspective, combined with ground-level, local-market know-how, so together we can create a better world. Social Impact Architects offers the following services, amongst others.

## BUSINESS & STRATEGY SERVICES

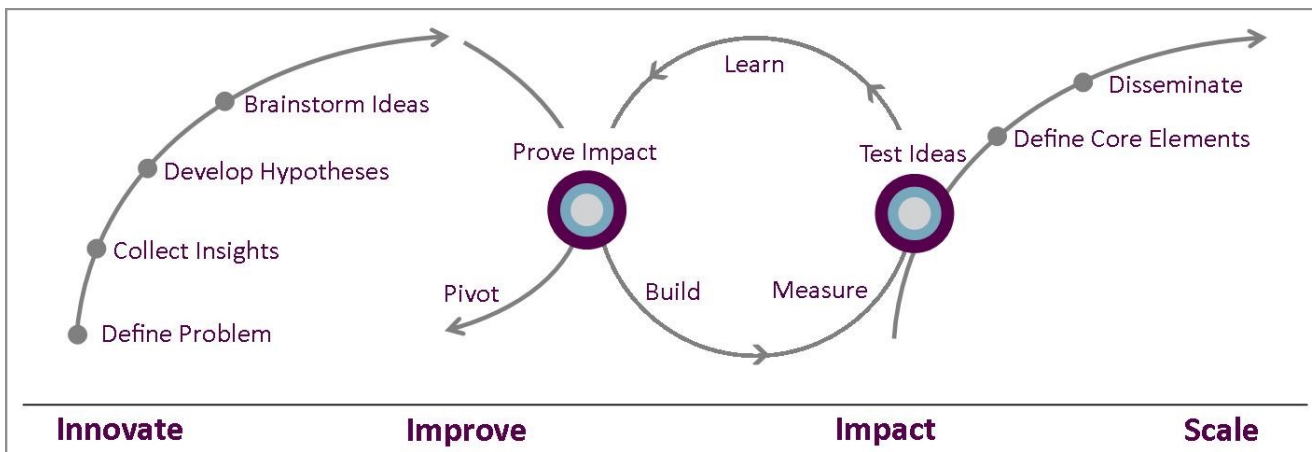
- Business planning
- Corporate social responsibility
- Ecosystem mapping
- Feasibility assessments
- Scaling/growth planning
- Social enterprise
- Strategic planning

## IMPACT MEASUREMENT SERVICES

- Impact measurement coaching
- Theory of change/logic model development
- Evaluation plan development
- Storytelling assistance

## EDUCATION & TRAINING

## EXECUTIVE COACHING



*Suzanne is the architect of Social Alchemy, a new model for problem-solving and scaling innovations in the social sector.*

## Contact Social Impact Architects

We welcome the opportunity to discuss your organization's needs. Please contact us at:

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