

# Aylene McCallum

Denver, CO

*Passionate mobility professional with 20 years of experience in fundraising for mobility programs, engaging and growing memberships, and creating impactful programs. Known as an accomplished people leader with high employee satisfaction, retention, results and impact.*

## Key Accomplishments

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- Created and implemented a plan to address diversity, equity, inclusion, and justice in the Urban Exploration Program, resulting in an increase in BIPOC participants from 15% to 40%.
- Personally raised \$250k in 9 months for the Urban Exploration Program.
- Secured consistent and reoccurring federal funding of \$80k annually for the Downtown Denver Partnership and 6 other transportation management associations (TMAs) in the region.

## Key Skills & Expertise

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Fundraising

Collaborative Leadership

Diversity, Equity & Inclusion

Board Management

Program Planning & Oversight

Budgeting

Measuring Impact

Co-Creation

Event Planning

Membership Sales

Salesforce

Microsoft Office Suite

## Experience

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OPEN MOBILITY FOUNDATION

Global mobility non-profit

**Director of Partnerships & Development**

10/2023 – Present

*Nurture membership pipeline, including engaging prospective members, re-evaluating membership value proposition and rethinking membership dues structure. Lead grant applications and overall development work, as well as creating partnership proposals for organizational programs and events.*

- Secured over \$132k in new membership revenue within the first six months of starting role.
- Established relationships with over 70 prospective members within the first three months of starting role.
- Launched interim CRM system within first two months of starting role and initiated project to identify new CRM system to migrate to within first year of starting role.

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DOWNTOWN DENVER PARTNERSHIP, Denver, CO  
Place-based economic development organization

**Vice President, Civic Leadership & Engagement**

06/2022 – 04/2023

*Hired, trained, led, and collaborated with 6 Civic Leadership and Engagement team members. Co-created with boards, steering committees, stakeholder groups, and executive leadership to design and execute a suite of programs and events to engage members and stakeholders.*

- Managed a portfolio of 7 programs with a collective budget of over \$5.25M
- Collaborated with the team to fundraise \$1.5M in program and event sponsorships per year.
- Strategically engaged 500+ members per year via 1-on-1 meetings, events, and committee participation.
- Cultivated team and organizational culture focused on growth, collaboration, and innovation, leading to a 100% increase in employee satisfaction based on direct feedback, and a 30% higher retention rate.
- Led development and Implementation of stakeholder engagement framework, increasing stakeholder participation and retention rates from 70% to 90%.
- Created and led a cross-functional team of 15 employees to produce 15 annual study tours for up to 158 community leaders, raising up to \$250k per year.

**Senior Director, Civic Leadership**

08/2019 – 06/2022

*Led 3 team members through COVID-19 pandemic, re-designing programs and events for changing world.*

- Managed portfolio of 5 different programs with collective budget of \$2M.
- Collaborated with the team to fundraise \$500k in program and event sponsorships per year.

**Director, Civic Leadership**

08/2017 – 08/2019

Designed and executed suite of civic leadership programs, including Urban Exploration, the Downtown Denver Leadership Program, and the Rocky Mountain City Summit.

- Secured over 100 local and national city building, transportation, and place based economic development experts and thought leaders to speak at programs and events.

**Director, Downtown Environment**

02/2015 – 08/2017

*Oversaw Transportation & Research programs. Trained, led and collaborated with 3 team members.*

- Expanded Research Program to producing 12 reports annually.
- Created and planned second-largest Bike to Work Day station in Downtown Denver.

**Senior Mgr. / Mgr., Transportation & Research**

08/2010 – 02/2015

*Oversaw Transportation & Research programs. Hired, trained, led and collaborated with 2 team members.*

- Established Research Program, including State of Downtown Denver which continued through 2022.
- Executed 8-week crowdfunding campaign, raising \$155k for implementation of new protected bike lane.

**Manager, Transportation & Special Projects**

02/2006 – 08/2010

Oversaw Transportation program, including managing complex, grant-funded, transportation demand management (TDM) programs targeting Downtown Denver employees, residents, and visitors.

- Established annual Downtown Denver Travel Survey (2007) and Urban Exploration program (2008), both of which expanded and continued on through 2023
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## **Education**

Bachelor of Arts, Public Affairs & Communications  
Cum Laude  
*University of Denver, Denver, CO*

## **Professional Development**

Leadership Development Program  
Center for Creative Leadership  
March 2018

CityLab Paris  
Invited Attendee  
October 2017

Green Lane Project Study Tour – Netherlands  
People for Bikes  
August 2015

## **Community Involvement**

Colorado Puppy Rescue Adopter, Volunteer & Foster  
2006 - Present

Department of Transportation & Infrastructure  
Advisory Board Member  
*2021 – Present*

Black Lives Matter Solidarity March Organizer  
*June 2020*