

**THE REV. LORENZO LEBRIJA**  
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## PROFESSIONAL EXPERIENCE

### **TRYTANK EXPERIMENTAL LAB, Alexandria, VA • 2019 – present**

TryTank, a joint project between Virginia Theological Seminary and the General Theological Seminary, is the experimental lab for church growth and innovation. Annual budget of \$450,000.

#### **Founding Director**

Started the lab from concept idea to developing more than 40 experiments, working with more than 60 congregations in 22 states in the first year.

#### **Position Highlights:**

- Collaborated with numerous stakeholders at various institutions for the successful launch of the lab.
- Able to take concepts and turn them into executable plans and run with them.
- Regularly communicate with hundreds of constituents around the country on the work.
- Regular speaker at church-wide events on the topic of church growth and innovation.

### **EPISCOPAL DIOCESE OF LOS ANGELES, Los Angeles, CA • 2014 – 2018**

The Episcopal Diocese of Los Angeles unites some 70,000 Episcopalians in 136 neighborhood congregations and mission centers, some 40 schools and 31 other specialized service institutions located in six Southern California counties. Annual budget of \$10 million.

#### **Chief Development officer • 2017 – present**

As part of the Bishop's senior staff collaborated with stakeholders, potential donors, and consultants to formulate a strategy for the development efforts of the diocese. Also assisted the bishop on strategic projects.

#### **Position Highlights:**

- Created the framework to launch a development effort for the first time in 20 years.
- Developed a framework for an upcoming \$50 million capital campaign for the diocese.

### **Pastor on behalf of the Bishop, St. John's Church, San Bernardino • 2016 – 2017**

Became the equivalent of a Priest in Charge of this small congregation in the poorest city in California which the bishop felt deserved one last chance to make it.

#### **Position Highlights:**

- Grew the Sunday attendance from 12 to over 100.
- Developed an idea for and wrote the grant that received a \$100,000 grant from TEC.

### **Priest Associate, St. Athanasius, Los Angeles & Bishop's Officer for Development • 2014 – 2016**

Split time between the multi-cultural congregation at the Cathedral Center (where the diocesan offices are based) and began the work of setting up a development department for the diocese.

### **SERAPHIC FIRE, Miami, Florida • 2009 – 2011**

Miami's non-profit, award-winning professional chamber choir and orchestra. Annual budget of \$1 million.

#### **President and CEO**

Managed the day-to-day business operations of critically acclaimed group. Worked directly with board of directors and artistic director. Oversee sales, fundraising, administration and strategic planning for the organization.

#### **Employment Highlights:**

- Oversaw growth in organization leading to a doubling of its budget size and sales in two years.
- Lead the organization in its first international tour and top-selling CD release.

### **JOHN S. and JAMES L. KNIGHT FOUNDATION, Miami, Florida • 2007-2009**

National foundation with national, journalism and communities programs. Assets of nearly \$2 billion dollars.

#### **Program Director, Miami-Dade and Broward Counties**

Directed the Miami program office, with average of \$12M in annual giving. Managed grant portfolio of more than 70 grants, totaling about \$40 million of active investments. Publicly represented the foundation in both communities.

#### **Employment Highlights:**

- Created and implemented multi-year, \$40M local arts initiative.
- Spearheaded community outreach that led to 1,643 applications for the initiative in six weeks.

**NEW WORLD SYMPHONY, Miami, Florida • 2005-2007**

America's premier orchestral academy and symphony orchestra in the southern Florida area.

**Senior Director of Marketing**

Oversaw New World Symphony brand, with \$1.2M in ticket sales. Created and managed marketing strategies. Conceptualized advertisements, direct mail campaigns, and all promotional media. Administered customer service for 70 events per season. Initiated sales by aligning local resources.

**Employment Highlights:**

- Boosted ticket sales by 60% over 2 years in industry declining by 11% annually.
- Increased subscriptions by 47% in one year via subscriber acquisition and retention.

**CASHMEX FLORIDA, Miami, Florida • 2000-2005**

Financial services company specializing in wire transfers with operations in 6 U.S. states and contracts in Mexico. Annual revenues exceed \$72M.

**Executive Vice President, Marketing and Corporate Development**

Performed marketing, strategic planning and business development procedures. Generated new markets to enter and lead startup of several auxiliary businesses, including an entertainment-based magazine distributed through agents. Represented company at industry association meetings.

**Employment Highlights:**

- Chartered marketing plans for corporate subsidiaries and more than 300 affiliated agents.
- Opened 9 owned-and-operated stores in 3 states.
- Established sales territories and quotas for southeast region.

**RADIOACTIVA HISPANIC RADIO, Miami, Florida • 1997-2000**

International radio platform featuring syndicated programming. Annual revenues exceed \$200K.

**General Manager**

Originated company and managed all operations from programming selections and production to recruiting sponsors and promoting the station.

**Employment Highlights:**

- Expanded "Your Image with Dean Edwards" to 160 radio stations globally.
- Prepared "Exitos Latinos De Billboard" under Billboard magazine license.
- Coordinated strategic partnerships with Nickelodeon, One-on-One Sports and Yupi.com to develop Spanish programming.

**CYRIL'S BAKERY, Miami, Florida • 1996-1997**

Imported baked good company with operations in southern Florida and the Caribbean. Annual sales of \$1.2M.

**Vice President of Sales**

Lead corporate sales efforts while coordinating with food brokers and distributors to inflate to new markets. Produced incentive programs for brokers to aid in growth.

**SAFEGUARDING AMERICAN VALUES FOR EVERYONE, Miami, Florida • 1995-1996**

Nonprofit organization specializing in civil rights via lobbying and education in Miami. Annual revenues of \$300K.

**Executive Director**

Executed educational marketing campaigns and originated systems to manage organization's operations. Targeted avenues for financial assistance and wrote grants. Maintained and raised volunteer base. Lobbied to governmental bodies and other civic groups.

**COMMUNITY NEWSPAPERS, Miami, Florida • 1986-1995**

Media company with 16 newspapers and annual sales of approximately \$10M.

**Editor and Director of Operations**

Oversaw daily operations of editorial content, sales, graphics and production for several publications.

**EDUCATION**

**Master of Divinity** - General Theological Seminary of the Episcopal Church, New York, NY

**Master of Business Administration – International Focus and Bachelor of Arts – Political Science**

Florida International University, Miami, Florida

**LANGUAGES**

English and Spanish