

February 26, 2026

Pine Lake Preparatory
104 Yellow Wood Circle
Mooresville, NC 28115

Dear Pine Lake Preparatory Community,

It has been a privilege to be a member of the Pine Lake Preparatory Board of Directors since 2023, and I am pleased to submit my application to continue to serve. Below is a snapshot of how I would contribute to students and the community:

- My recent work experience includes time as CEO of a Charlotte-area youth development nonprofit. I have and will continue to bring my fundraising, community engagement, and governance knowledge to the school. I will also continue to leverage my network and make connections when these relationships could benefit the Pine Lake Prep community.
- As we consider the current capital projects, there remains a need for fundraising. I would like to provide strategic and tactical expertise to the campaign. As nonprofit CEO, I was responsible for securing a \$2 million annual fundraising target, working with a lean team and large volunteer base to achieve it. I hope to continue to support Mr. Moceris, Ms. Drury, and other school and community leaders to achieve the vision we have for the future of the school.
- I am a good teammate and adapt to what is needed of me in the moment. I listen a lot, ask a lot of questions, and love the process of solving a tough challenge. I like to celebrate wins and discuss what I could have improved.

It would be an honor to continue to serve. Thank you for your consideration.

Best,

Dorothy Gorman

Dorothy Gorman

Strategic and operational leader with expertise delivering measurable impact at scale—from doubling student participation to 31,000+ at regional nonprofit to serving 2+ million students at national STEM education leader. Generated \$12MM in new revenue through service transformation while maintaining focus on learning outcomes. Deloitte Consulting alum with proven ability to lead complex, multi-stakeholder initiatives.

Skills

- Strategic planning and execution
- Revenue growth and P&L management
- Customer experience and retention strategy
- Cross-functional team leadership
- Stakeholder management and board relations
- Digital transformation and technology implementation
- Change management and organizational turnaround

Work Experience

Head of Growth & Engagement for Teamship 01/2026 to Current
College Board

President & CEO 02/2022 to 11/2024
Junior Achievement of Central Carolinas - Charlotte, NC
Global youth development nonprofit regional chapter. \$2MM revenue, 12 employees.

- Led business turnaround for nonprofit through strategic leadership after nine-month vacancy in CEO role.
- Cultivated relationships with 100+ donors and business partners at different pipeline stages, managing complex stakeholder engagement.
- Rebuilt development function and instituted rigorous CRM tracking and forecasting to drive conversion and growth objectives.
- Drove year-end revenue 20% higher than prior year through data-informed outreach strategies.
- Revitalized board engagement, achieving 100% personal giving for the first time in the organization's history.
- Doubled student participation in JA annually, exceeding 31,000 in 2024.
- Established earned revenue streams, contributing approximately 10% of total revenue.

EVP & Chief Customer Officer 03/2021 to 01/2022
Project Lead The Way - Indianapolis, IN
National leader in STEM education for PreK-12. More than 12,000 schools and 2 million students.

- Pioneered customer-focused strategy as the organization's first Chief Customer Officer, restructuring national sales and support teams to drive growth and create career paths.
- Aligned goals and Salesforce CRM tracking processes across sales and marketing to improve pipeline management.
- Solved critical gaps in CRM leads tracking that prevented visibility and accuracy of campaign effectiveness.
- Exceeded program growth budget target through customer experience improvements.
- Redesigned customer retention strategy, supporting retention of up to 500 schools nationwide.

EVP & Chief Operations Officer 04/2018 to 03/2021

- Headed teacher training service line, supply chain and procurement, ecommerce, and strategic priority projects.
- Generated \$12MM new revenue through transformation of teacher training service. Achieved 28% margin in year 1 (goal

- 20%). Reduced costs by \$3-4MM in overall system while increasing quality, consistency of customer experience. Orchestrated strategic change in training sites and negotiated \$2.5MM new contracts across 20 sites in under 12 months.
- Led crisis response enabling 10,000 teachers to complete training during COVID-19 disruption. Directed rapid digital transformation: redesigned 1,500 hours of content for online delivery, upskilled 320+ trainers, and launched marketing campaign in 6 weeks—half the typical timeline.
- Initiated enterprise portfolio management. Streamlined 142 projects with varying value and clarity to 19 efforts with clear business outcomes and standardized execution process.
- Oversaw \$40MM revenue equipment and supplies portfolio, maintaining 30% blended margins. Responsible for sourcing, delivery, online store, and customer support for ~1500 SKUs.

SVP & Chief Communications Officer

03/2013 to 03/2018

- Established and matured strategic marketing, communications, and events functions. Started as VP of Brand Engagement in March 2013 and promoted to senior leadership team in November 2013.
- Built team from 2 to 19 members to drive 13% CAGR (by volume of programs). Deployed annual budget of \$5MM.
- Realized double digit % gains in email, website, and social metrics by revamp of digital marketing approach.
- Gained 4,400 unique prospects, 6 million video views, and 4% increase in unaided awareness among target audience through execution of first brand campaign.
- Relaunched and sold out national biennial conference and achieved 35% attendance growth for the next event.
- Headed communications for multiple internal and external change-driven initiatives, including complex transformational technology projects impacting 10,500 customers.
- Inspired major cultural shift to embed marketing at core of strategy. Gained buy-in for, implemented, and sustained: Customer insights and market research, content marketing strategy, brand planning.

Strategy & Operations Manager and Senior Consultant

09/2009 to 03/2013

Deloitte Consulting - Atlanta, GA

- Helped clients address challenges across their global supply chains, with a focus on supplier development and production system transformation. Led creation of internationally recognized eminence. Mentored junior staff.
- World Economic Forum “Future of Manufacturing” and “Manufacturing for Growth” projects.* Led Deloitte team in the U.S. and India to build strategic insights and recommendations for cross-industry reports delivered in Davos during the WEF Annual Meeting (2012 and 2013). Managed client relationships and built relationships with task force members, including ~15 heads of supply chain, strategy, and manufacturing from companies like Volvo, Volkswagen, Mahindra & Mahindra, Lockheed Martin, Bombardier, and The Dow Chemical Company.
- Supply Chain Strategy project.* Identified opportunity to save client \$4-6MM on centralized procurement of specialized satellite parts. Developed business case and implementation plan and attained buy-in from directors.
- Factory Flow project.* Changed production process for 15,000-hour work cell in the largest program at a major aerospace company. Led team to execute improvements targeting 25-30% reduction in build time in the cell.

Education, Certifications, Community

Master of Business Administration

UNC Kenan-Flagler Business School – Chapel Hill NC

Bachelor of Arts: English

Furman University - Greenville, SC

Lean Six Sigma Green Belt (Deloitte)

Corporate Governance Certificate (Wharton)

Vice Chair, Pine Lake Prep Charter School Board

Certified OKR Expert

Leadership Charlotte Class 45

Difference Makers CLT

Youth sports coach - Flag football and basketball